

Craftsmen's Convention Issue

THE

INLAND

PRINTER

July
1956



Craftsmen to Meet In Los Angeles Aug. 12-15

New West Coast Offset Plant Ultra-Modern

Los Angeles Printing Industry Ranks Fourth

How Offset Can Help Letterpress Printers

Mergenthaler Linofilm to Be Field Tested

*Leading
Publication
in the World of
Offset-Letterpress
Printing*

BROCCOLI
CUT

Chopped
Dozen
1.69

Golden Bantam

'55 FORD
'55 PONT
'55 CHEV

Rangemaster Model 35

2 11 oz. pkgs. 29

2 10 oz. pkgs.

2 pkgs. 40c

JEANS—Heavy, 9 oz. blue denim, double-stretched at points of stress, reinforced with rivets at pockets; zip close with draw fastener. Ages 6-12. \$3.10.

39. Συντέλεια αἰώνος (or τοῦ αἰώνος) is a favorite phrase of Matthew's; in fact these are the last words in the Gospel (28:20). The Hebrew word 'ôlām (וָלֵם) can mean world or age. Its end or consummation is the beginning of the age or world to come. Similar expressions are found in Dan 12:4, 13; Test. Levi 10:2; II Baruch 13:3; 27:15; etc. Distinction is drawn between the kingdom (vs. 43) and the Son of man, i.e., the church, as they are the Son of man, as they therefore is given

Mixed Composition Is Easy and Economical On a LINOTYPE

For reliability, versatility and speed, you just can't beat these four Linotype mixers:

New Rangemaster Model 35—Best buy for big type sizes. Sets through normal 36- and condensed 48-pt.—a main magazine range no other mixer can equal.

New Rangemaster Model 36—All the capacity of the 35, plus auxiliary magazine range through condensed 60 pt.

Blue Streak Model 29—Sets through normal 24- and condensed 42-pt. Preferred everywhere for all kinds of continuous mixed composition.

Blue Streak Model 30—The proven superiorities of the 29, plus auxiliary magazine capacity through condensed 60 pt.

A sure way to cut costs and speed production of mixed composition is to *keyboard* it on a Linotype. By keyboarding you eliminate costly hand composition with its distribution, "cutting in," and underpinning that take up so many expensive job-hours. That's why a Linotype—with its many exclusive features and proven engineering superiority—is the preferred choice in composing rooms everywhere.

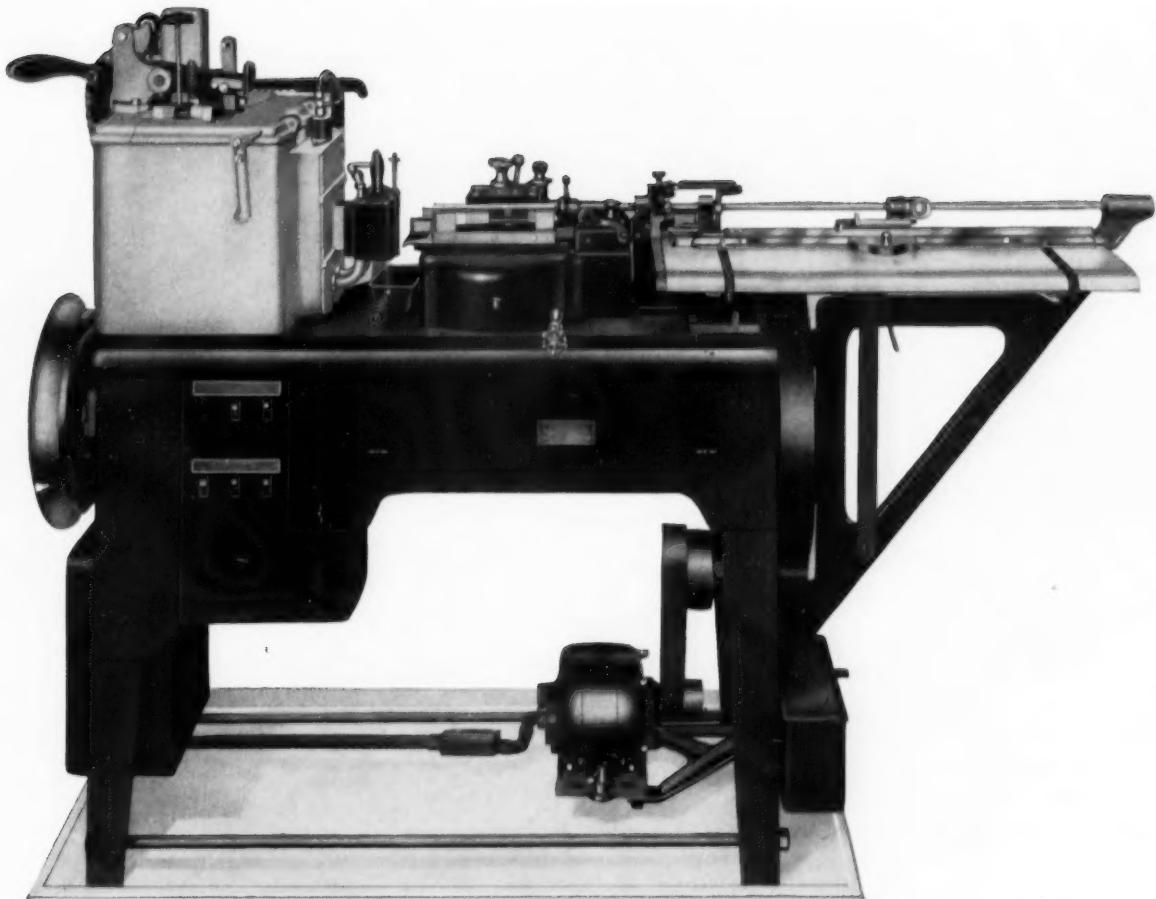
Let a Linotype help you cut costs, speed your mixed composition. There are four Linotype mixers, one to meet every composing room need. Your Linotype Production Engineer will be glad to help you decide which mixer is the best for you.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N.Y.

• LINOTYPE •

Agencies: Atlanta, Boston, Chicago, Cleveland, Dallas, Los Angeles, New York, San Francisco. **In Canada:** Canadian Linotype, Limited, Toronto, Ontario

LEADERSHIP THROUGH RESEARCH



Elrod Simplicity

Simple in design and mechanism, the Elrod produces an abundance of high-quality strip material from 1 point to 36 points in thickness. Elrod material is formed as a continuous strip of metal, cooled and solidified under pressure.

Simple in operation, Elrod mold changes are easily made, and the machine will produce strip material for all composing room requirements.

As there is no complicated mechanism to get out of order, Elrod users have found through years of experience that cost of operation and upkeep is very low. Put an Elrod to work in your plant and it will greatly simplify many of your composing room problems. Available in both gas and electric models.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family

Top roller
craftsmen
build them



ALL-SYNTHETIC
RUBBER ROLLERS
COMPOSITION ROLLERS
LITHOGRAPH ROLLERS
MAKE READY PASTE
PADDING GLUE
LONG LYF ROLLER
DRESSING

Top printing
craftsmen
use them

AMERICAN ROLLER COMPANY — 1342 N. Halsted St. — Chicago 22, Ill.
225 N. New Jersey St., Indianapolis 4, Ind. — 258 E. 5th St., St. Paul 1, Minn.

W. S. MEGILL — 1918 Lawrence St., Denver 2, Col.

DISTRIBUTORS

SPRAY SALES — 6110 Atlantic Blvd., Maywood, Calif.

JULY 1956

Vol. 137

No. 4

The Inland Printer



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

LETTERS TO THE EDITOR

Static Troubles Their Bugaboo

Editor, *The Inland Printer*

We have a problem in our shop: static.

We have tried a heat lamp bulb and this does seem to correct the fault. However, the surface the heat rays cover is limited.

Our pressman has suggested we use gas or an electric heater.

We are in a rural area and natural gas is out of the question. We therefore lean toward an electrical unit of some type.

Our presses include a Miehle Vertical. Have you a suggestion as to the name of the company that we might contact?

Another problem: The corner card imprinting of small window envelopes. Would you send the names of manufacturers of a press for this type of work? The jobs run from 100 envelopes to 10,000 and sometimes more. Could we do the printing from rubber or type, although we would prefer to do it from type, for this kind of work?

—L. A. Nolan, Wesley H. Mathews & Associates, Pontiac, Mich.

TYPRO Is Not a Gadget!!

Editor, *The Inland Printer*

We manufacture the TYPRO photo lettering machine and have read with interest Mr. Lawson's article on "Trends in Photo Lettering." We can definitely confirm his theme that photographic typesetting is growing.

However, at one point, he mentions "Fotasetter, Monophoto, and perhaps even Hadego . . . although some of the gadgets have apparently made inroads upon the field covered by this machine."

(Turn to page 4)

Manuscripts

The Inland Printer will accord manuscripts, photographs, drawings, etc., courteous attention and normal care, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to The Inland Printer, 79 West Monroe Street, Chicago 3, Illinois.

Subscription Rates

For the United States: one year, \$5; two years, \$8; three years, \$10; single copy, 50 cents. For Canada: one year, \$5.50; two years, \$9; three years, \$11; single copy, 55 cents. (Canadian funds should be sent to The Inland Printer, Terminal A, P.O. Box 100, Toronto.) Pan-American: one year, \$6; two years, \$10; three years, \$15. Foreign: one year, \$10; three years, \$20. Make checks or money orders (for foreign) payable to Maclean-Hunter Publishing Corporation. Foreign postage stamps not acceptable.

LEADING ARTICLES

New West Coast Offset Plant Ultra-Modern	41
Printing House Craftsmen to Meet in Los Angeles	
Aug. 12-15 for 37th Convention	44-45
International Had Modest Beginning—By Perry Long	46
1957 Printing Week Plans Thriving Under	
Robert M. Edgar, New Chairman	47
Los Angeles Printing Industry Ranks Fourth	
in U. S.—By L. D. Magor	48
Craftsmen's Club in Los Angeles was Second Formed	
on West Coast—By Gordon Holmquist	51
West Coast Clubs Combined Forces to Form Pacific	
Society in 1926—By Gordon Holmquist	52
District Representatives—A Tribute to Achievement	54-55
Mergenthaler Linofilm Nearly Ready for Field Testing	56
1956 Craftsmen Club Presidents	57
Modern Type Display: VIII—By J. L. Frazier	72

Front Cover design by LeRoy Barfuss, Houston, Texas

REGULAR FEATURES

Composing Room	66	New Literature	106
Convention Calendar	98	Newsletter	39
Do You Know	101	Offset	74
The Last Word	130	Pressroom	78
Month's News	90	Slug-casting Problems	67
New Equipment	80	Specimen Review	68

For contents of previous issues, consult the Industrial Arts Index in the library

WAYNE V. HARSHA, Editor

J. L. Frazier, Consulting Editor Robert J. Skup, Assistant Editor L. H. Allen, Eastern Editor
Margot Cohn, Editorial Assistant

Cecil Hancock, Production Manager M. M. Gross, Circulation Manager
Published at 79 West Monroe Street, Chicago 3, Illinois. Phone: RANDolph 6-2802

Eastern Advertising: William H. Thorn, 522 Fifth Ave., New York City 36. Phone: MU-2-7888
Midwest Advertising: Harry H. Yocher, 79 West Monroe, Chicago 3. Phone: RA 6-2802
Pacific Advertising: Don Harway, 1709 W. 8th Street, Los Angeles 17, Calif. Phone: DU-2-8576
Great Britain: Maclean-Hunter, Limited, Wellington House, 125 Strand, London, W. C. 2

THE INLAND PRINTER is published monthly by the Maclean-Hunter Publishing Corporation, 79 West Monroe St., Chicago 3, Ill. Horace T. Hunter, President; Philip D. Allen, Vice-President; R. K. Davis, Secretary. Printed in the U. S. A. Copyright 1956, Maclean-Hunter Publishing Corp.

ENTERED AS SECOND-CLASS MATTER, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry has been made at Long Prairie, Minn. Post Office



Associated Business Papers



Magazine Publishers Assn.

Audit Bureau of Circulations

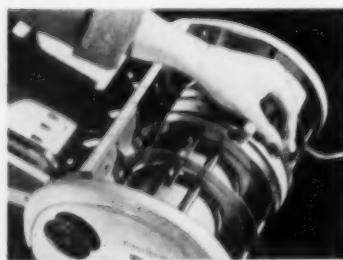


\$ saver on short runs & small sizes—

Small savings add up big when you have a little FH Folding Machine to fold small-size jobs that your big folder can't take, also your short-run jobs. An FH leaves your big folder free to handle the large sizes and long runs.

Electrically driven, with semi-automatic feed, it can double-fold 8½ x 11 sheets at speeds up to 80 per minute. With automatic feed (optional at small extra cost), it is even faster.

The FH makes eight different folds, handles sheets as small as 3 by 3 inches, as large as 8½ by 14 inches,



Move two knobs on inch scales to fold widths wanted—and the FH is ready to go!

PITNEY-BOWES
Folding
Machines

Made by the originators of the postage meter . . . Offices in 94 cities coast-to-coast.



Sets up in seconds . . . costs less than a typewriter!

in most weights and finishes. It even folds sheets stapled together.

To set it for the required folds, simply move two knobs—as easy as tuning your TV!

Small, portable, the FH can be moved around easily, used by anybody, doesn't need skilled operators. And it costs less than a typewriter!

For a demonstration, call the nearest Pitney-Bowes office. Or, send coupon for free illustrated booklet.



The larger Model FM, fully automatic, folds up to 19,000 sheets an hour.



PITNEY-BOWES, INC.
4215 Walnut Street
Stamford, Conn.

Please send free Folding Machine booklet to:

Name _____

Address _____

LETTERS TO THE EDITOR

(Letters to the Editor began on page 3)

His statement does convey the erroneous implication that the TYPERO, along with other display setting devices, is a gadget. In all earnestness, we want to correct this impression to him and, if possible, to your readers.

The TYPERO is thoroughly engineered, uses the best materials and components available, and is durably built according to the finest machining practices.

Functionally, it far exceeds ANY display typesetting method, and particularly the lead type methods.

All of its features add up to more than a gadget. The TYPERO is, in fact, doing a substantial job everyday for commercial printers, typesetters, newspapers, etc. etc.

—Bernard Borisoff, Chief Engineer, Halber Corp., Chicago.

KROMEKOTE, Registered Trademark
Editor, *The Inland Printer*

The article, "Stock Plays Important Role in Ink Drying Process," appearing under "The Pressroom," on pages 66 and 67 of the April issue of *The Inland Printer* has recently come to our attention. Within the article is a list of various kinds of letterpress papers. While your publication has been kind enough to include in the list our KROMEKOTE brand of cast coated papers, and thereby aid its publicity, we feel compelled to write concerning the correct usage of our registered trademark.

The word "Kromekote" is our trademark for our cast coated papers and is not in itself a "kind" of paper. In an effort to protect our trademark and prevent it from being used in a generic manner, we are passing this information along for your future use.

We should like to point out that if you are preparing a list consisting of various brand names or trademarks, such as PRENTICE Offset Enamel, HIFECT Enamel, SNOWLAND Bond, etc., then it would be proper to include our brand, KROMEKOTE Cast Coated Paper. But where you are listing kinds of paper, then a trademark, by itself, cannot properly be included. Your list in the box would have been completely consistent and correct if you had replaced "KROMEKOTE" with the words, "Cast Coated"; it then would have been one entirely of generic terms.

Where you wish to use the mark KROMEKOTE in printed matter, such as in an article, it is necessary to (1) set out the mark in some special way, such as having all letters capitalized, or capitalizing the first letter and putting the word in quotes, to distinguish it from common descriptive words, and (2) accompany the mark with the generic term "cast coated."

Since the trade mark is registered it is preferable to use the symbol ®. Here are various modifications of proper usage:

1. KROMEKOTE brand of cast coated paper.
2. "Kromekote" brand of cast coated paper.
3. KROMEKOTE® cast coated paper.
4. KROMEKOTE*

(Footnote)—*Registered TM of Champion Paper & Fibre Co. for cast coated paper.
—Ralph H. Colegrave, Advertising & Sales Promotion, Champion Paper & Fibre Co., Hamilton, Ohio.



A horse...a pretty girl...always the same two elements in this age-old act...but you can tell the true stars with one glimpse of their performances. And you'll quickly recognize the qualities of star performance in *Rising 25% Rag Bond*...its uniform, unmatched cockle finish, its brilliant color, its sturdy crispness. Created by *Rising Paper Company* of Housatonic, Massachusetts.

Rising
FINE PAPER AT ITS BEST



The Convention / by James Dwyer

"For further information, write..."

There are many forms of business communication but the most potent of all, is still the letter.

A wide variety of Gilbert Quality Papers makes all written and many printed forms of business communication much more effective. There are crisp, cockle finish GILBERT BOND PAPERS of unmatched brightness for attention-getting letterheads and envelopes. Eye-appealing GILBERT ONIONSKIN PAPERS combine strength with light weight, ideal for air-mail stationery, copy sheets and postage-saving advertis-

ing literature. Light weight, with outstanding opacity for two-sided printing of insurance forms and price lists, is obtainable in GILBERT LAVENDER WHITE OPAQUE BOND. GILBERT SAFETY PAPER provides for added protection in colorfully printed checks.

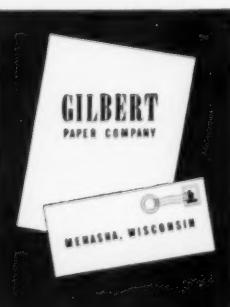
And, in addition to their uses in record work, GILBERT LEDGERS and INDEX BRISTOLS are ideal for parts lists, instruction sheets and diagrams.

Ask your Gilbert Paper Merchant about Gilbert New Cotton Fibre Quality Papers.

Gilbert Quality Papers

**Bond, Onionskin, Ledger, Index Bristol, Manuscript Cover,
Safety, Reproduction, Banknote Papers**

24 Full Pages of Gilbert Advertising reaching your best customers in FORTUNE,^{*} DUN'S REVIEW & MODERN INDUSTRY,^{*} ADVERTISING REQUIREMENTS, PURCHASING, and OFFICE during 1956.



*FOUR COLOR INSERTIONS

a 3-way winner

.... ROYAL ZENITH 29 SINGLE COLOR
OFFSET PRESS

Presented by ZARKIN MACHINE CO., INC. Est. 1928

Win 3 ways with this fine proven press—pride and joy of over a score of U. S. lithographic plants which swear by the Royal Zenith 29!

1 Get economy through easy set-up and accessibility, quick getaway, simple operation, automatic controls, built-in washup device, marvelous ink distribution.

Get real speed—up to 7000 impressions per hour—with top quality. This kind of speed coupled with economy means big profits—with high production and on-time delivery assured!

2 Get perfect register with micro adjustments of plate and blanket cylinders, fountain, grippers, feed and delivery! Sturdy construction and precision machining mean that register can be set accurately to a hairline without fear of shifting or distortion.

3 Low initial cost and extreme economy of operation will make the Royal Zenith 29 the biggest money-maker in your plant. Call, write or wire for details today! Name of your nearest distributor supplied on request.



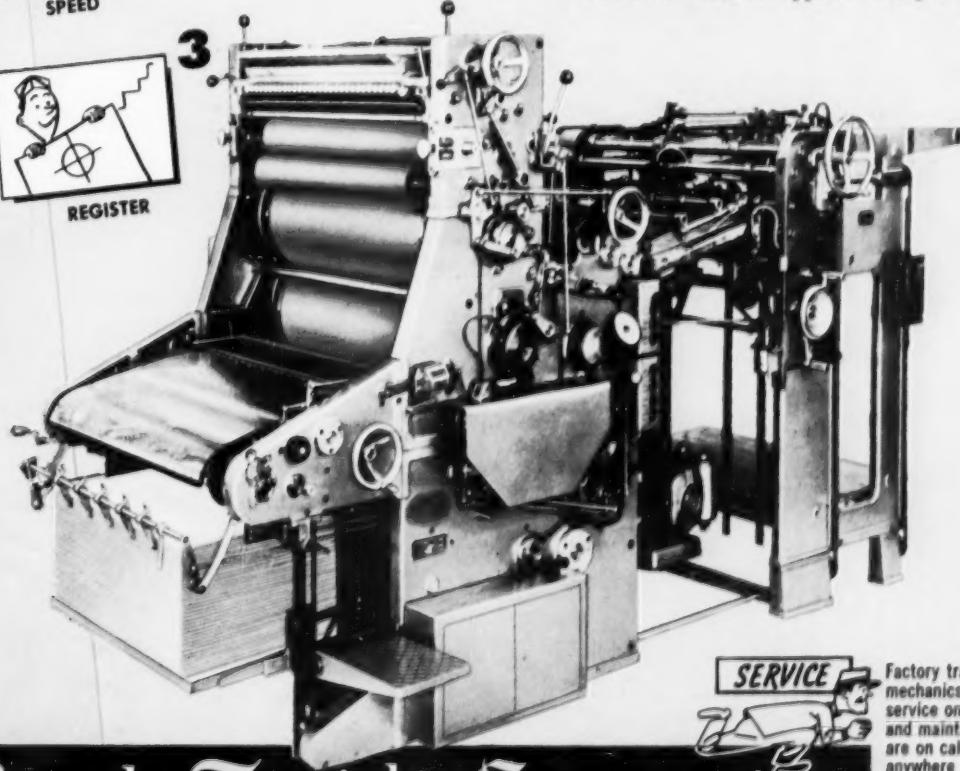
ECONOMY



SPEED



REGISTER



SERVICE

Factory trained mechanics for service on parts and maintenance are on call anywhere in the U. S. on a 24 hour basis!

Royal Zenith Corporation

WORLD'S FINEST LITHOGRAPHIC PRESSES

34-20 ELEVENTH STREET • LONG ISLAND CITY 6, N. Y. • ASTORIA 4-0808



Dresses by Young Modes



ACCENT ON UNIFORMITY...

When all the qualities that go into a paper are the same from package to package and from order to order, we call it *uniformity*. And this is extremely important, for no matter how good the qualities of a paper may be, they must be uniform

if the printer hopes to have control as it goes through the press and bindery.

Uniformity, from package to package, order to order, is just one of the many outstanding characteristics in Kimberly-Clark's complete, modern line of coated papers. It's your assurance that ream after ream of Kimberly-Clark paper has the same careful balance of whiteness, dimensional stability, opacity and strength—the properties that are so important to maximum printability and runability.

If you're a modern, progressive printer, it will pay you to look to Kimberly-Clark Printing Papers. We're as close to you as your nearest distributor!

• • •

for Modern Lithography . . . Prentice Offset Enamel
Lithofect Offset Enamel • Shorewood Coated Offset
Fontana Dull Coated Offset.

for Modern Letterpress . . . Hifect Enamel • Crandon
Enamel • Trufect Coated Book • Multifect Coated Book.

Kimberly | **Clark**

COATED PRINTING PAPERS



Kimberly-Clark Corporation • Neenah, Wisconsin



We have two 48 inch screens
150-133 line to fit
your big job also a 36 inch
250 line for projection
or fine reproduction

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

PROCESS COLOR PLATE COMPANY

522 South Clinton Street • Chicago 7, Illinois • Phone WEbster 9-0522

DAY
&
NIGHT

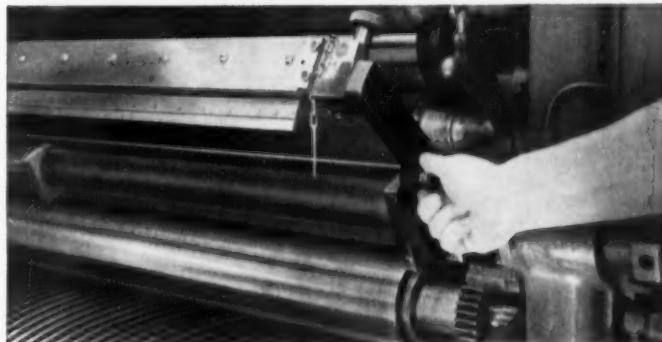
ONLY A BALDWIN® PRESS WASHER GIVES YOU THIS IMPORTANT WIDE OPEN ACCESSIBILITY

Baldwin Press Washers are designed with *you* in mind . . . engineered not only to reduce wash-up time to minutes, but to retain all the accessibility the press manufacturer built into your machine.

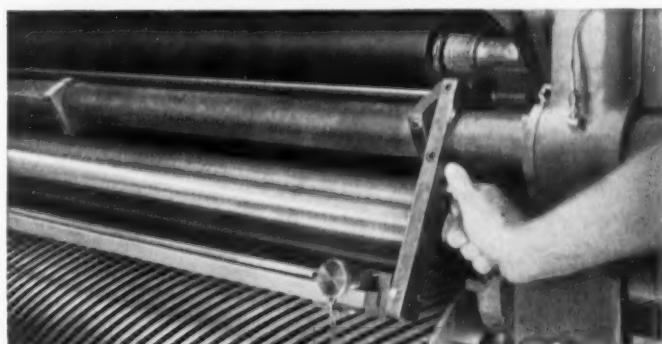
You see, Baldwin engineers are specialists in their field, qualified by skill and experience to design a press washer for *your* equipment—offset or rotary letterpress—that is far superior to any possible “standard equipment” compromise.

The photographs tell the story. Here you see for yourself how a Baldwin Press Washer is designed to be an integral part of a press without sacrifice of accessibility. From top to bottom: (1) Baldwin Press Washer on rotary letterpress has been swung upward and safely locked to permit ready removal of rollers; (2) same press with Press Washer being swung down into washing position; (3) offset press with Press Washer blade in contact with roller; (4) Press Washer swings out to make cleaning the blade easy—only the drip pan has to be removed.

To find out more about the many other advantages of the Baldwin Press Washer that's designed specifically for *your* presses, send today for illustrated literature. Be sure to give the make, model, and size of your equipment.



The “swing out” feature of Baldwin Press Washers makes



it possible to retain that all-important accessibility



and still have the benefits of a built-in press washer.



WILLIAM GEGENHEIMER CO., INC. 80 Roebling Street
Brooklyn 11, New York

Manufacturers of Baldwin Ink Fountain Agitators • Baldwin Press Washers • Baldwin Water Stops • Baldwin Water Levels



wherever
durability
counts first

Atlantic Ledger is 1st choice

When the job calls for rough treatment and hard wear, you're ahead if you specify **ATLANTIC LEDGER**. Here's why:

ATLANTIC LEDGER is made to Eastern's rigid standards of good strength, high bulk and medium high finish. Especially suitable for banks, bookkeeping systems, payroll books and office forms. There's a built-in rigidity...a sparkle and snap, characteristic of the finest ledger sheets.

ATLANTIC LEDGER is genuinely watermarked — there's never a question of quality — and the weight

shows right in the watermark. Unlike a surface-impressed mark, the genuine watermark permits even ink coverage.

ATLANTIC LEDGER has excellent erasure qualities and a surface properly sized for printing inks, fine or heavy rulings, also pen and ink work. Available in white and colors, regular and posting finishes.

See for yourself why **ATLANTIC LEDGER** is first choice for durability. Ask your Eastern Corporation Merchant for free samples.

Atlantic Ledger comes in Blue, Buff, new bright White and GREEN TONE



Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE - MANUFACTURERS OF QUALITY PAPER AND PULP.
MILLS AT BANGOR AND LINCOLN, MAINE - SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA

ATLANTIC BOND
ATLANTIC OFFSET
ATLANTIC COVER
ATLANTIC LEDGER
MANIFEST BOND

Where Quality Counts...

It's "Printed Letterpress"

*In New York at
ABERCROMBIE & FITCH CO.*

*In Chicago at
VON LENGERKE & ANTOINE*

One can expect to find the greatest collection
of quality sporting goods ever assembled.

Those who like the feel of a gun or the flash
of a fly . . . those who enjoy the smell of
good tweeds or the creak of fine leather . . . will
find it a pleasure to shop in these affiliated stores.

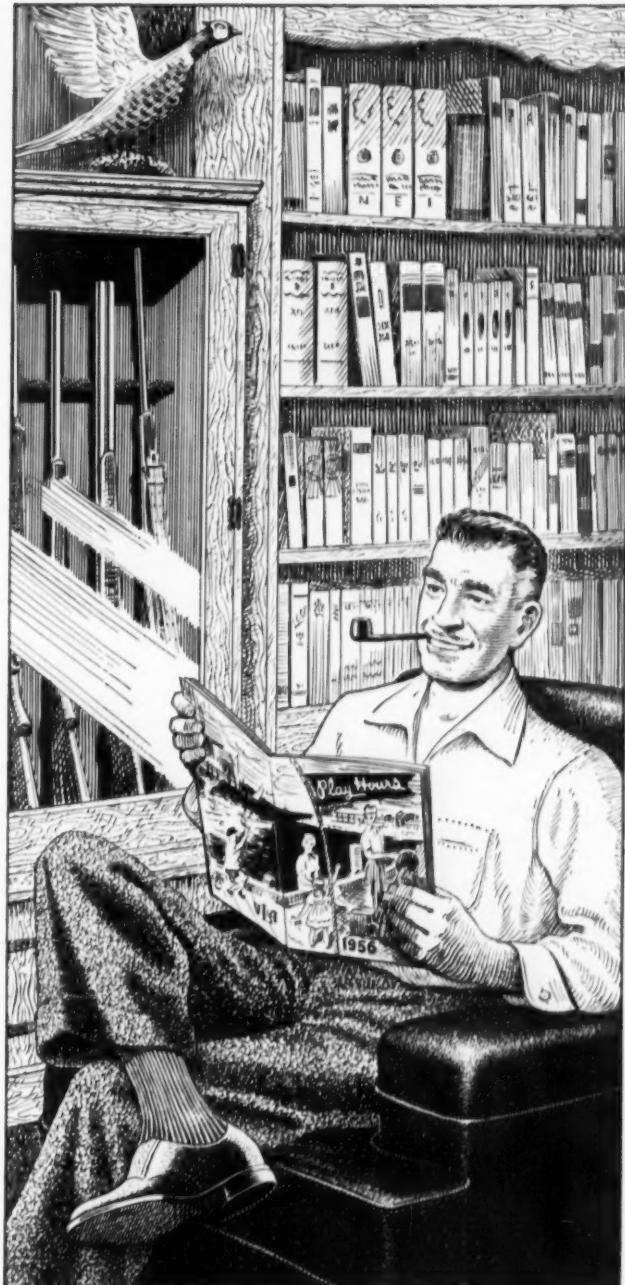
Arm-chair shoppers get the same
thrill, because the mail order catalogs of both
Abercrombie & Fitch and Von Lengerke & Antoine
have clarity, snap, punch and detail. They are
"Printed Letterpress" from precision electrotypers
to bring you the fidelity and quality
of the original merchandise.

Benefit from the successful merchandising
experience of A & F and VL & A—
see your letterpress printer and electrotyper
before planning your next printed piece.

Remember, if it is worth printing,
it deserves Letterpress. Specify it by name:

PRINT IT LETTERPRESS!

*A second edition of "The Present and Future of the
Printing Processes" by I. D. Robbins is now ready. You
can get a free copy, or an additional copy, by writing...*



Four mail order catalogs, totaling more than 800,000
copies a year, are distributed by A & F and VL & A.
Multi-color covers and center color spreads are used in
most of the four catalogs. They are Letterpress Printed from
Electrotypers by READ PRINTING CO. and
EILERT PRINTING CO., INC., both of New York City.



**INTERNATIONAL ASSOCIATION OF ELECTROTYPEERS
AND STEREOTYPEERS, INC.**

Dept. IP, 701 Leader Building, Cleveland 14, Ohio
(*Letterpress U.S.A. from an Electrotype*)

how ATF helps printers get better, more profitable printing

**BEFORE YOU BUY—
consult ATF's complete line...
whatever your printing needs.**

Get the facts. Use the checklist
below to indicate the equipment
in which you are interested.
Use coupon on opposite page to
get more detailed information.

OFFSET

Web-fed Presses

- Publication Presses
- Commercial Job Presses
- Business Forms Presses
- Specialty Presses

Sheet-fed Presses

- Single Color, up to 42" x 65"
- Two Color, up to 48" x 65"
- Perfecting, 38" x 53"

LETTERPRESS

Web-fed Presses

- Publication Presses
- Rubber Plate Presses

Sheet-fed Presses

- Cylinder Presses, up to 25" x 37"
- Proof Presses

GRAVURE

Web-fed Presses

- Publication Presses
- Packaging Presses
- Specialty Presses

Sheet-fed Presses

- Two to Six Colors, 20½" x 28½"
- Two to Six Colors, 35" x 50"
- Proof Presses

FLEXOGRAPHIC

Roll to Sheet Presses

- Four Colors, 11" x 17"
- Four Colors, 18" x 22"
- Six Colors, 18" x 26"
- Other sizes to suit

Roll to Roll Presses

- Three or Six Colors,
widths: 12½", 17", or 20½"
- Three to Six Colors,
widths: 26½", 31½", 37", or 43"

**with ATF's
printing progress plan**

How many hundreds or thousands of dollars are *you* losing this year because of obsolete equipment? You can put an end to this "No. 1 profit-stealer"—and start right now.

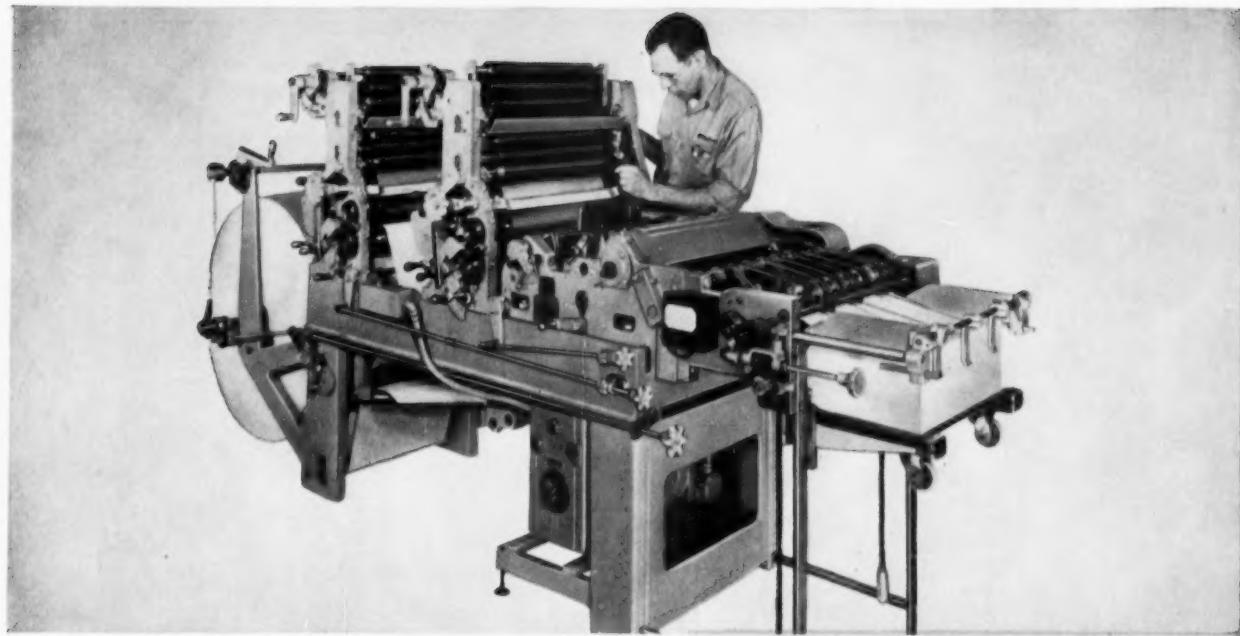
"But," you ask, "can I afford the equipment I need?" ATF answers with the most liberal, lowest-cost finance plan in the industry. Good trade-in allowances, low monthly payments with simple interest on the unpaid balance make "pay-as-you-earn" purchasing possible, or you can *lease* ATF equipment, if you prefer. Ask your ATF Representative for full details on either plan.

ATF's Printing Progress Plan offers you the *right equipment* from the most complete line available in the graphic arts industry. *Only ATF* offers sheet-fed and web-fed offset presses, sheet-fed and web-fed letterpresses, sheet-fed and web-fed gravure presses, and web-fed flexographic presses—the right press and process for nearly every printing requirement.

ATF Service helps you keep your equipment producing profits. A call to Western Union "Operator 25" brings prompt action, should an emergency arise. ATF Spare Parts Kits provide low-cost replacements, on hand when you need them, for parts normally subject to wear (tapes, sucker tips, belts, etc.).



better—more profitable printing from the most



**AUTOMATION for your
pressroom is within your
reach now!**

You can have tomorrow's flexible, low-cost production methods in your pressroom today—with ATF high-speed web-fed job presses.

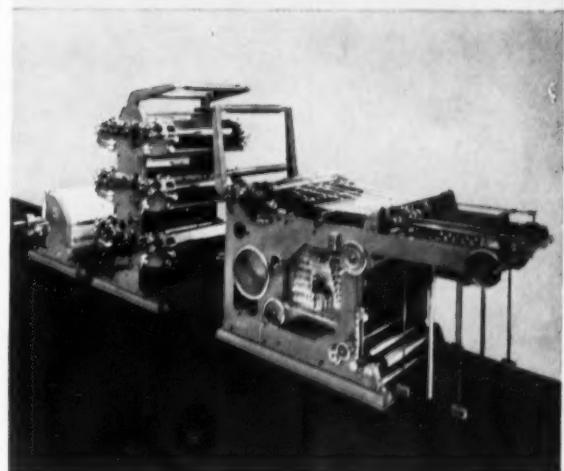
The *ATF Green Hornet* 11½" x 17½" commercial offset job press prints two colors on one side, or one color on each side . . . uses economical rolls of paper . . . delivers cut sheets at speeds up to 25,000 per hour. You can run 8½" x 11" forms two-up and slit as you print, producing 40,000 or more sheets per hour. Print on any uncoated stock suitable for offset, from lightweight bond up to 80 lb. offset. Fast, simple changeover makes the Green Hornet highly profitable for even short runs of standard-size jobs.

The *ATF Pavema AV4D* six color flexographic job press prints up to six colors on the face of the web, or 5 on the face and one on the back, 4 and 2, 3 and 3, etc. It numbers, perforates both horizontally and vertically, and slits. Delivers flat sheets cut to any desired length in ¼" increments from 12" to 24". Takes rolls of stock up to 26" wide. Features three-roller inking systems for superior ink control, patented swing rotary knife cut-off, collect delivery system. Produces 10,000 or more printed sheets per hour with 18" cut-off.

Ask your ATF Representative how these two presses can produce extra profits from work now being done on slower presses.

complete line of equipment

ATF GREEN HORNET—a high-speed, roll-fed commercial offset job press for standard sized work.



ATF PAVEMA—a six color flexographic press for high-speed printing with rubber plates.



American Type Founders
200 Elmora Avenue
Elizabeth, New Jersey

I'm interested in more information about ATF's _____

Size: _____ Colors: _____

Name: _____ Title: _____

Company: _____

Street and Number: _____

City: _____ Zone: _____ State: _____
IP-7



*The slowness of shipping filled Pete with dismay
His boss used to hound him all night and all day.*



*Now the dog's life Pete led is all over at last
He ships RAILWAY EXPRESS—it's dependably fast!*

The big difference is

No doubt about it, there's always a big difference when you call Railway Express to ship your printed advertising matter. Just look at these Railway Express features:

- **SPECIAL LOW RATES** that apply on printed material.
- **VALUATION COVERAGE** without extra charge (\$50.00 on shipments up to 100 lbs.; 50¢ a lb. above that weight).
- **FAST, EFFICIENT DELIVERY**, based on years of experience in speedy, dependable shipping "know-how."
- **NATIONWIDE SERVICE**, reaching some 23,000 communities in the United States.

No matter where you are sending or receiving printed material, you too will find that Railway Express does make the big difference in speed, economy, and safe, sure delivery. For more information on rates and service, get in touch with your Railway Express Agent. Remember—he's just a Phone call away.



...safe, swift, sure



Oxford Papers

**HELP BUILD
SALES**



Shopping may be tedious for ball players, as Stevan Dohanos depicts above, but in girls of all ages the flair for fashion springs eternal.

Manufacturers and retailers in this and many fields keep consumer interest buoyant with new styles, new designs, and with skillful advertising and promotion materials. Helping these advertisers and their printers present products to best advantage, Oxford Papers are noted for high-fidelity reproduction and the added effectiveness they give to sales literature. For specific examples, call your Oxford Merchant or write us direct.

OXFORD

PAPERS

**This insert is a sample
of the offset results
you can get on**



OXFORD

Wescar Text

OXFORD PAPER COMPANY
OXFORD MIAMI PAPER COMPANY

WESCAR TEXT is a brilliant white, opaque offset paper in vellum finish permitting fine gradations of tone from white to solid black. It reproduces details of line drawings, halftones and color process illustrations with distinctive fidelity. Wescar Text is a de luxe offset sheet meeting the most exacting standards for printing results and press performance.

WESCAR OFFSET and RANGELEY OFFSET (companion sheets manufactured at the West Carrollton and Rumford mills, respectively) are bright, blue-white papers of high opacity, exceptional strength and ink receptivity. They have excellent bond and are free from lint and fuzz. Produced under scientifically controlled conditions to insure maximum performance at high speeds, they are recommended for fine reproduction of halftones and multicolor process work. Wescar and Rangeley Offsets are available in regular finish, white only, and in vellum finish in white and eight tints.

CARROLLTON SATIN PLATE OFFSET is a bright white offset paper of good opacity and regular, uniform surface. Free from lint or fuzz, it is carefully manufactured to give trouble-free press performance. Available in both regular and vellum finish, Carrollton Satin Plate is recommended for quality offset reproduction at moderate cost.

TWO VALUABLE AIDS: (1) *The OXFORD PAPER SELECTOR CHART helps you select the right grade of paper for each job.* (2) *The OXFORD PAPER COST CALCULATOR quickly gives the exact cost per 1000 sheets for common weights and sizes of printing papers.* Ask your nearby Oxford Merchant or write us direct.

**Nation-wide Service
Through Oxford Merchants**

Albany, N. Y.	W. H. Smith Paper Corp.
Asheville, N. C.	Henley Paper Co.
Atlanta, Ga.	Wyant & Sons Paper Co.
Augusta, Maine	Carter Rice Storrs & Bement
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter Rice Storrs & Bement
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Henley Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	Marquette Paper Corporation
	Midland Paper Company
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
Cleveland, Ohio	The Whitaker Paper Co.
Dallas, Texas	The Cleveland Paper Co.
Dayton, Ohio	Graham Paper Co.
Des Moines, Iowa	The Whitaker Paper Co.
Detroit, Mich.	Birmingham & Prosser Co.
Fresno, Calif.	Chope-Stevens Paper Co.
Gastonia, N. C.	Blake, Moffitt & Towne
Hartford, Conn.	Henley Paper Co.
High Point, N. C.	Green & Low Paper Co., Inc.
Indianapolis, Ind.	Carter Rice Storrs & Bement
Kalamazoo, Mich.	Henley Paper Co.
Kansas City, Mo.	MacCollum Paper Co.
Knoxville, Tenn.	Birmingham & Prosser Co.
Little Rock, Ark.	Birmingham & Prosser Co.
Long Beach, Calif.	Graham Paper Co.
Los Angeles, Calif.	Louisville Paper Co.
Louisville, Ky.	Caskie Paper Co., Inc.
Lynchburg, Va.	C. H. Robinson Co.
Manchester, N. H.	Louisville Paper Co.
Memphis, Tenn.	Aliman-Christianen Paper Co.
Milwaukee, Wis.	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Graham Paper Co.
Newark, N. J.	Bulkley, Dunton & Co., Inc.
New Haven, Conn.	Carter Rice Storrs & Bement
New Orleans, La.	Graham Paper Co.
New York, N. Y.	Baldwin Paper Co., Inc.
Oakland, Calif.	Bulkley, Dunton & Co., Inc.
Omaha, Neb.	Green & Low Paper Co., Inc.
Pawtucket, R. I.	Kennelly Paper Co., Inc.
Philadelphia, Pa.	The Whitaker Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	Western Paper Co.
Portland, Maine	Carter Rice Storrs & Bement
Portland, Oregon	Atlantic Paper Co.
Reno, Nevada	Wilcox-Walter-Furlong Paper Co.
Richmond, Va.	Blake, Moffitt & Towne
Rochester, N. Y.	General Paper Corp.
Sacramento, Calif.	Cauthorne Paper Co.
St. Louis, Mo.	Genesee Valley Paper Co.
	Blake, Moffitt & Towne
	Birmingham & Prosser Co.
	Graham Paper Co.
	Shaughnessy-Kniep-Hawe Paper Co.
San Bernardino, Calif.	Tobey Fine Papers, Inc.
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffit & Towne
San Jose, Calif.	Blake, Moffit & Towne
Seattle, Wash.	Blake, Moffit & Towne
South Bend, Ind.	Birmingham & Prosser Co.
Spokane, Wash.	Blake, Moffit & Towne
Springfield, Mass.	Carter Rice Storrs & Bement
	Mill Brand Papers
Stockton, Calif.	Blake, Moffit & Towne
Tacoma, Wash.	Blake, Moffit & Towne
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffit & Towne
Washington, D. C.	John Floyd Paper Company
Worcester, Mass.	Carter Rice Storrs & Bement
York, Pa.	The Mudge Paper Co.

Cut Process Exposure Time in Half

-Speed Up
Plate Making!

with

GRAFARC High Intensity ARC LAMPS

Sharper reproduction every time.

Dot undercutting eliminated. Uniform coverage of large areas. Illumination variables eliminated.

Accurate density control regardless of line voltage variations. Constant color temperatures. Power-packed for dense Kodachromes.

Get the lamps that are motor-driven . . . fully automatic! Overhead printing lamps available for use with horizontal printing frames. Burn in normal position, avoiding smoking of reflector and preventing ash from depositing on surfaces in the light path.

Models for Monotype Huebner MH photo composing machines assure precise control of intensity for accurate repeats.

See your Graphic Arts Supply Dealer or send coupon for literature.



THE *Strong*

ELECTRIC CORPORATION

57 City Park Avenue

Toledo 1, Ohio

Please send free literature on Strong Grafarc Lamps

NAME _____

FIRM _____

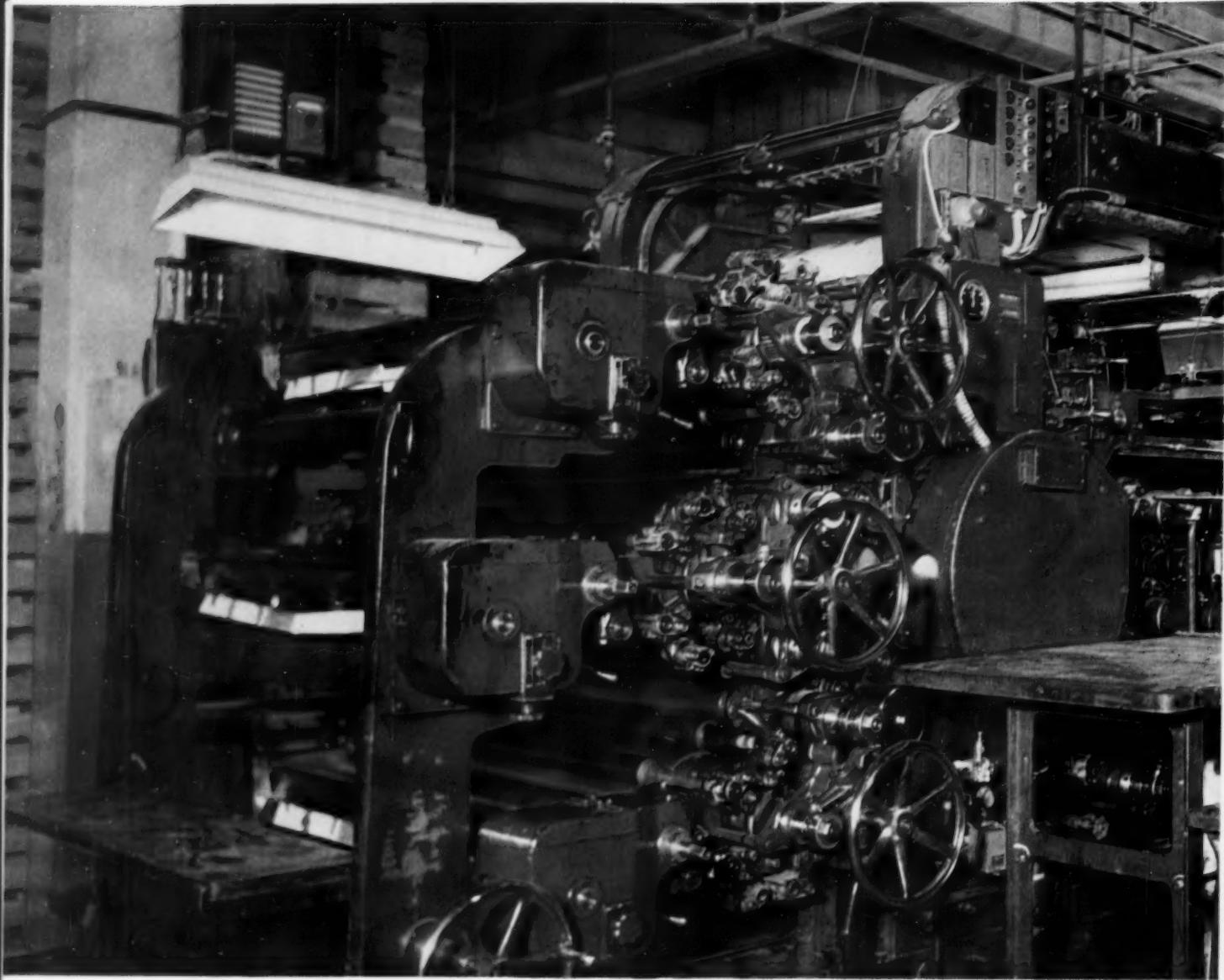
STREET _____

CITY & STATE _____

NAME OF SUPPLIER _____

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION





Wherever printing is big business, you see

You're looking at a press that turns out some of the best color work in the business. It's one of a battery of sheet-fed Cottrells that this owner uses for especially fine book and magazine inserts, pharmaceutical booklets, and similar exacting jobs.

It's also a press that makes money. It proves that superb color work is not an expensive luxury. It lets advertisers and publishers plan on quality at a reasonable price.

Like all Cottrells, this press is built on the common impression principle (you can't lose register between color units because there are no transfers between color units).

The Cottrell Company

WESTERLY, R.I.



Cottrell 36 x 48" five-color, sheet-fed rotary letterpress at J. W. Clement Co., Buffalo. Photos by William Richards.

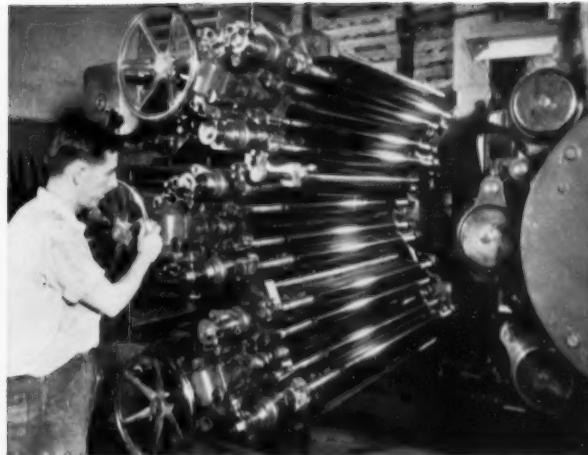
Cottrell presses at work

It turns out work with remarkably high color fidelity—and does it at speeds up to 6500 sheets per hour.

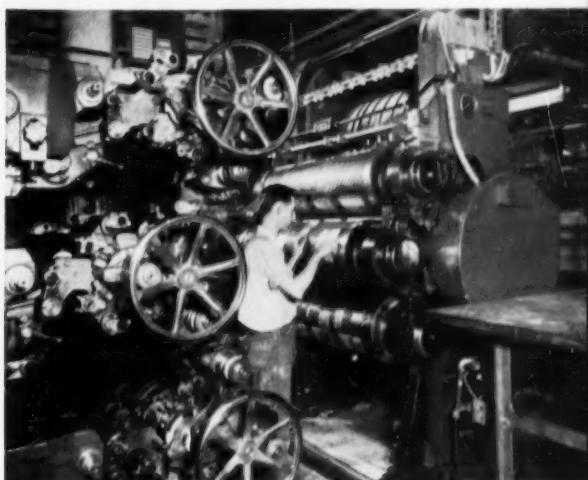
You find Cottrells in leading magazine, boxboard and commercial plants. In fact, wherever printing is big business, you see Cottrell presses at work.

Sheet-fed Cottrell rotary letterpresses, built in paper and boxboard models, are available with two, three, four, or five color units. Press sizes are 36 x 48", 40 x 59", and 48 x 71". For the full story, check with your Cottrell representative, or phone The Cottrell Company, Westerly, Rhode Island.

. . . a subsidiary of Harris-Seybold Company



QUICK ROLL-BACK of inker stand gives easy access to plate cylinders, allows plenty of room for makeready. Turn of a wheel rolls inker stand precisely back into position.



FAST, ACCURATE LOCKUP of plates is accomplished with Cottrell Rapid Register Hook System. Spirally grooved plate cylinders may be reached comfortably from the floor.

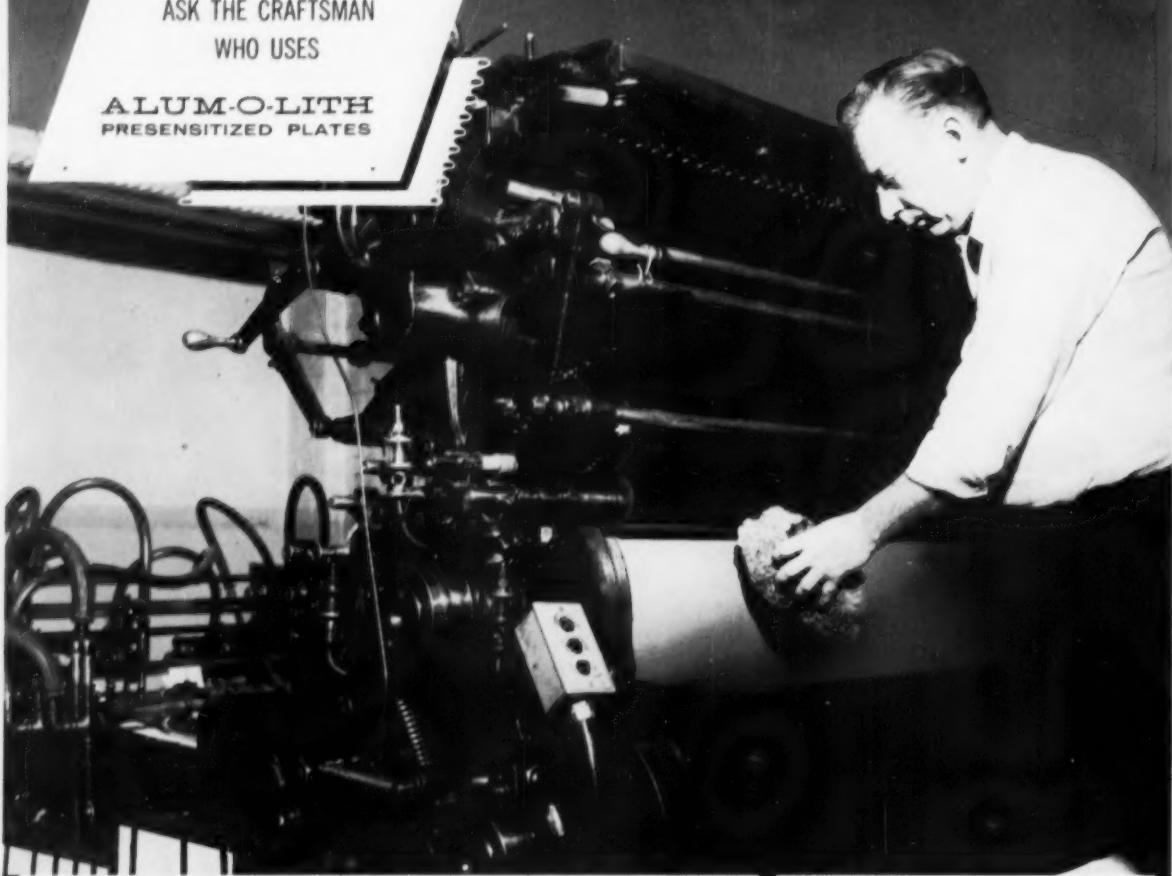


CONVENIENT INKING speeds makeready, cuts downtime. Fountain roll adjusting screws are easy to reach. Excellent roller arrangement assures smooth, even ink distribution.

ALUM-O-LITH PRESENSITIZED PLATES ARE DIFFERENT FROM OTHERS!

ASK THE CRAFTSMAN
WHO USES

ALUM-O-LITH
PRESENSITIZED PLATES



ASK CRAFTSMAN RUSS MILLREN, PLANT FOREMAN, ARBEE PRINTING CO., SPRINGFIELD, ILL.

Russ Millren says: "I was very dubious of pre-sensitized plates. But after trying Alum-O-Lith Plates I'm convinced they are unsurpassed in quality. With one-step developer, D.L.G., our plates are done easily, in a flash, and with a minimum of make-ready time. And the heavier, safer metal in Alum-O-Lith is another big advantage. Our Alum-O-Lith Plates have printed superior to our former letterpress operation. Yes, Alum-O-Lith Plates are *different*, they're BEST in my book." Want proof in your shop? Call your Authorized Alum-O-Lith Dealer or write direct.

LITHOPLATE, INC.

A Subsidiary of Harris-Seybold Company

WESTERN: 278 Arden Drive, El Monte, California

EASTERN: 523 West Broad, Richmond, Virginia

MIDWESTERN: Interlake Industries, Bldg. 23, Joliet, Ill.

micro-surfaced

NOT SMOOTH, NOT GRAINED,
BUT ETCHED SLIGHTLY TO
COMBINE ADVANTAGES OF BOTH.



ALUM-O-LITH
PRESENSITIZED PLATES

World's smallest printer-slitter packs a big wallop

...uses TIMKEN® bearings to take the shock

THIS tiny printer-slitter (weighs only 19,000 lbs.) can run up to 350 sheets a minute. To keep it running at top speeds and take the terrific shock loads of the impact cutters and creasers, F. X. Hooper Company mounts the feed rolls, crankshaft, creaser and slitter shafts on Timken® tapered roller bearings.

Timken bearings handle the shock loads with ease. Their rollers and races are case-hardened to give them hard, wear-resistant surfaces over

tough, shock-resistant cores. And the tapered construction of Timken bearings enables them to handle any combination of radial and thrust loads.

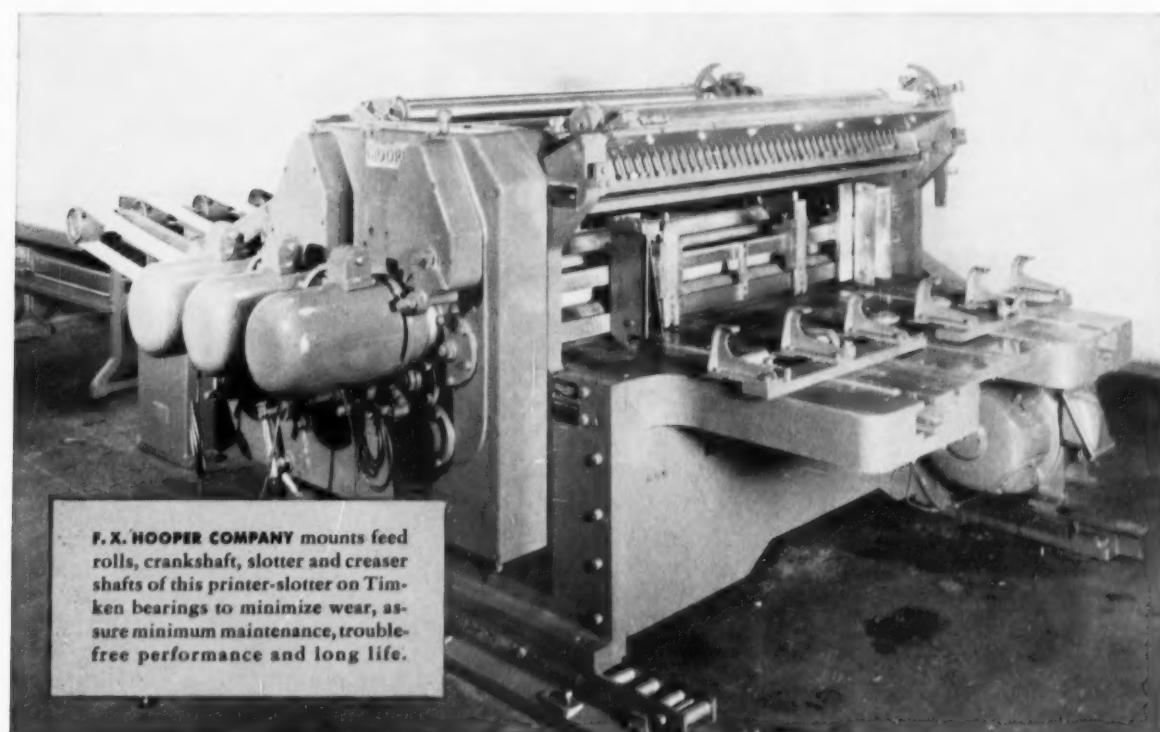
Wear is held to a minimum because Timken bearings practically eliminate friction. That's because they're designed to roll true; and because we make them with microscopic accuracy to live up to their design. And you're doubly assured of Timken bearings' quality because we make

our own steel. No other U. S. bearing manufacturer does.

To get these advantages in the printing equipment you build or buy, specify Timken bearings. Always look for the trade-mark "Timken" stamped on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



This symbol on a product means its bearings are the best.

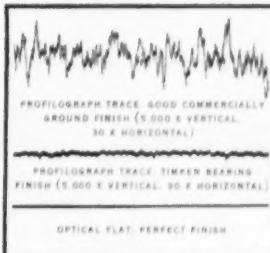


F. X. HOOPER COMPANY mounts feed rolls, crankshaft, slitter and creaser shafts of this printer-slitter on Timken bearings to minimize wear, assure minimum maintenance, trouble-free performance and long life.



TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL • NOT JUST A ROLLER • THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

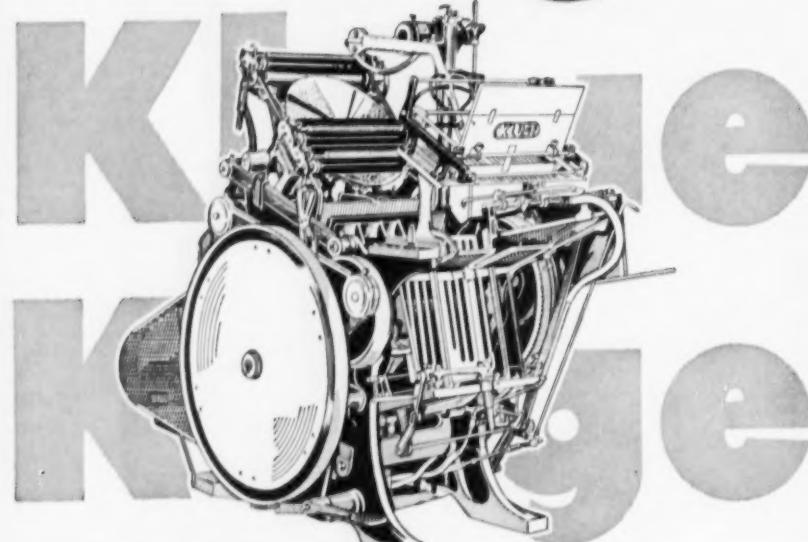


SMOOTH TO MILLIONTHS OF AN INCH

Surface finish of high quality Timken bearing rollers and races is so smooth that it takes a profilograph to measure its smoothness. This instrument measures surface variations to a millionth of an inch, as shown at the left.

Kluge
Kluge

Kluge



Kluge
Kluge

Kluge
Kluge

Don't
be fooled
by
misleading
specifications

The **KLUGE** Automatic is rated by form size NOT sheet size.

The **KLUGE** Company guarantees printed impressions per hour NOT maximum running speed.

The **KLUGE** Company guarantees the highest non-yielding impression, NOT the point at which something breaks.

When considering platen equipment, check these points carefully. They explain why more progressive printers today are buying the **KLUGE** Automatic.

BRANDTJEN & KLUGE, INC.
SAINT PAUL 3, MINNESOTA

With 11 branches serving you
for more than 35 years

**BRANDTJEN & KLUGE,
(CANADA) LTD.**
TORONTO, ONTARIO, CANADA



New resin
padding adhesive
from Armour

Bonds tight...

and dries
up to
45 minutes
faster!

Tears clean...

New ARMOPAD 601-2 spreads evenly, can be used with or without super, covers up to 30% larger area!

This completely new resin padding adhesive was developed by Armour for use on a wide range of paper and various types of pads. New Armopad 601-2 spreads smoothly and uniformly with brushes or rollers, and sprays readily in conventional guns. Needs no preparation or conditioning—it's ready for use!

This new adhesive speeds up production. Curing time is extremely short—up to 45 minutes faster. Its great bonding strength often lets you eliminate supers. And Armopad 601-2 saves you money, too—covers up to 30% more area.

Try new Armopad 601-2. You'll find it's non-peeling, moisture-proof, permanently flexible, and of high tensile strength. It's available in natural and colors. Mail this coupon for further information and a free sample. Do it today!

MAIL THIS COUPON TODAY!

Armour and Company
1355 West 31st Street, Chicago 9, Illinois

Please send me:

Further information on Armopad 601-2

Free sample of Armopad 601-2

Color desired: Clear Blue Red White

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

P7

ARMOUR

Adhesive Division

Armour and Company • 1355 West 31st St., • Chicago 9, Ill.
Delaware and Spring Garden Streets • Philadelphia 23, Pa.
290 Rutherford Ave. • Charlestown 29, Massachusetts
120 Broadway • New York 5, New York
2501 83rd Street • North Bergen, New Jersey
235 South Hamilton Street • High Point, North Carolina

IDEAS



SELL



PRINTING



- **SLIDE-STIK**
"Pops up" product in lifelike
3rd dimension!

- **FACE-STIK**
For easy, inexpensive
face-to-the-glass displays.

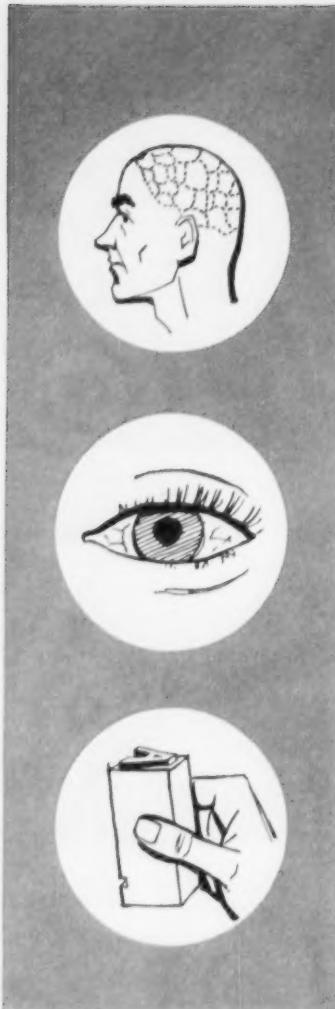
- **FLANGES**
Position your sales message
at right angles to store
traffic!

- **LABELS**
Individual split or roll
labels for hand feed or
automatic, high-speed appli-
cation. For industrial use or
point of sale!

KLEEN-STIK PRODUCTS, INC.

7500 WEST WILSON AVE. • CHICAGO 31, ILL.

Pioneers in Pressure Sensitives to the Trade

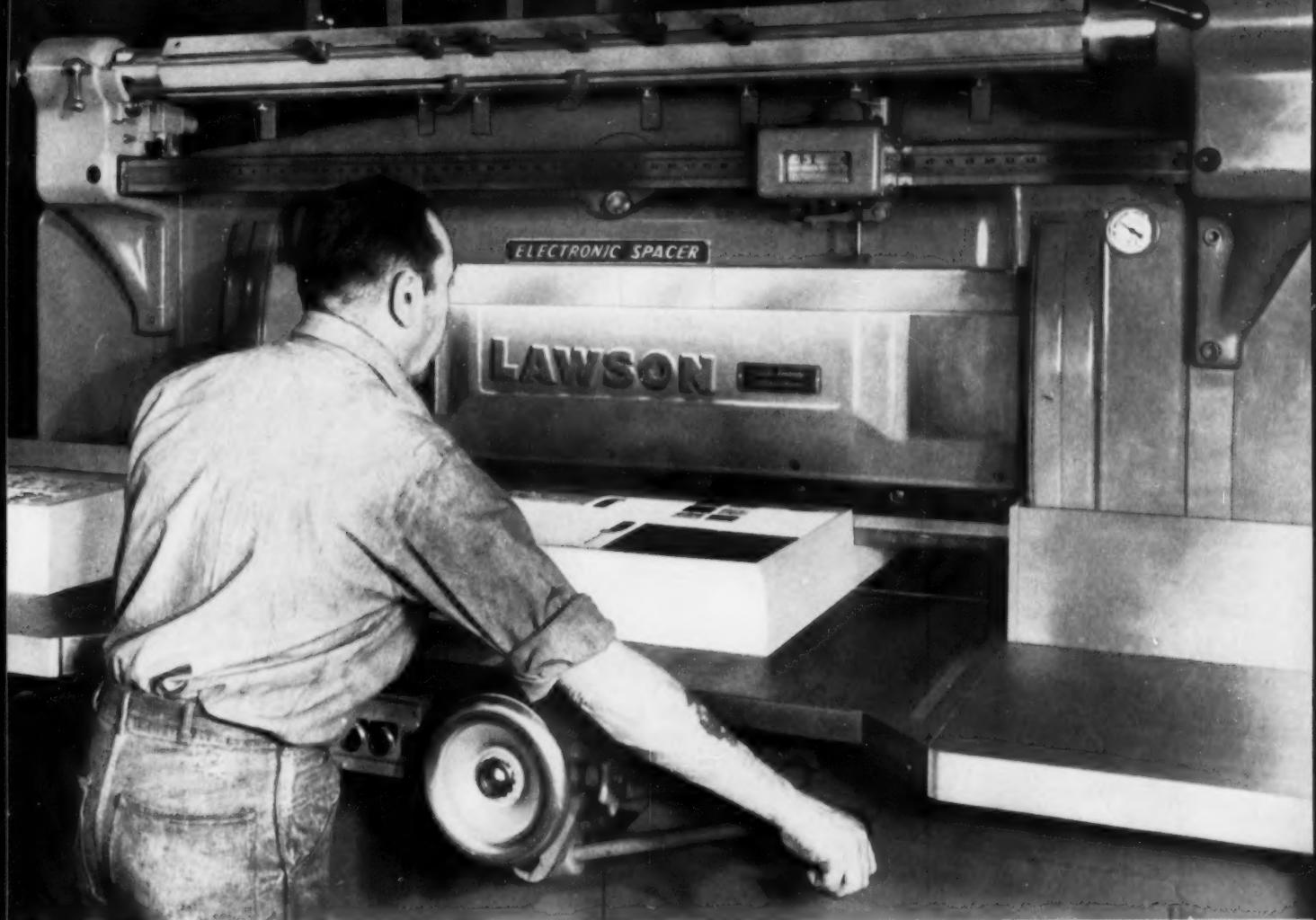


...and

KLEEN STIK®

creates IDEAS

Write TODAY
for your FREE IDEA KIT —
loaded with business bait!



this operator is **cutting costs**

. . . with a new LAWSON SERIES V-65 HYDRAULIC *cushioned* CLAMP CUTTER that cuts more and higher lifts with unsurpassed accuracy.

LAWSON CUTTERS CUT COSTS . . . by cutting all papers smoothly and accurately. The gentle, *truly cushioned* hydraulic clamp holds the lift of paper firmly without marring top sheets or disturbing the alignment of the stock. The straightline knife pull cuts $6\frac{1}{2}$ " lifts smoothly and with exceptional accuracy . . . not a "ripple" in the cut edge.

LAWSON CUTTERS CUT COSTS . . . by increasing productivity per man hour. Higher lifts, easier handling and greater speed set new production standards. Set-up time is reduced — all controls are located in front of the machine within easy reach of the operator. Rugged Meehanite iron construction and simplified design with gears in a sealed bath of oil make maintenance easy.

Use this coupon. Send for an informative, fact-filled LAWSON CUTTER brochure, today.

E. P. LAWSON CO.

main office: 426 WEST 33rd ST., NEW YORK 1

CHICAGO: 628 SO. DEARBORN ST.

BOSTON: 176 FEDERAL ST. PHILADELPHIA: BOURSE BLDG.

LAWSON CUTTERS CUT COSTS . . . with built-in safety features. The many safety features found only on LAWSON cutters give greater protection to the operator and the machine. Keeps insurance costs to a minimum.

LAWSON CUTTERS CUT COSTS . . . because they're as modern as tomorrow. Yet they are built with the skill and experience gained in more than half-century of cutting equipment specialization. Planned to grow with your needs, the standardization of design permits the addition of an Electronic Spacer for "automatic" cutting, right on your own floor.

If you are contemplating expansion of your cutting operations or replacing old-fashioned equipment, you owe it to your balance sheet to get the full story about the finest, most economical cutter you can own.



E. P. LAWSON COMPANY
426 WEST 33rd ST., NEW YORK 1, N. Y.

PLEASE SEND SERIES V-65 CUTTER BROCHURE TO:

NAME

COMPANY

ADDRESS

CITY

STATE

Now! Double Coated Offset at no extra cost!

High
stability!

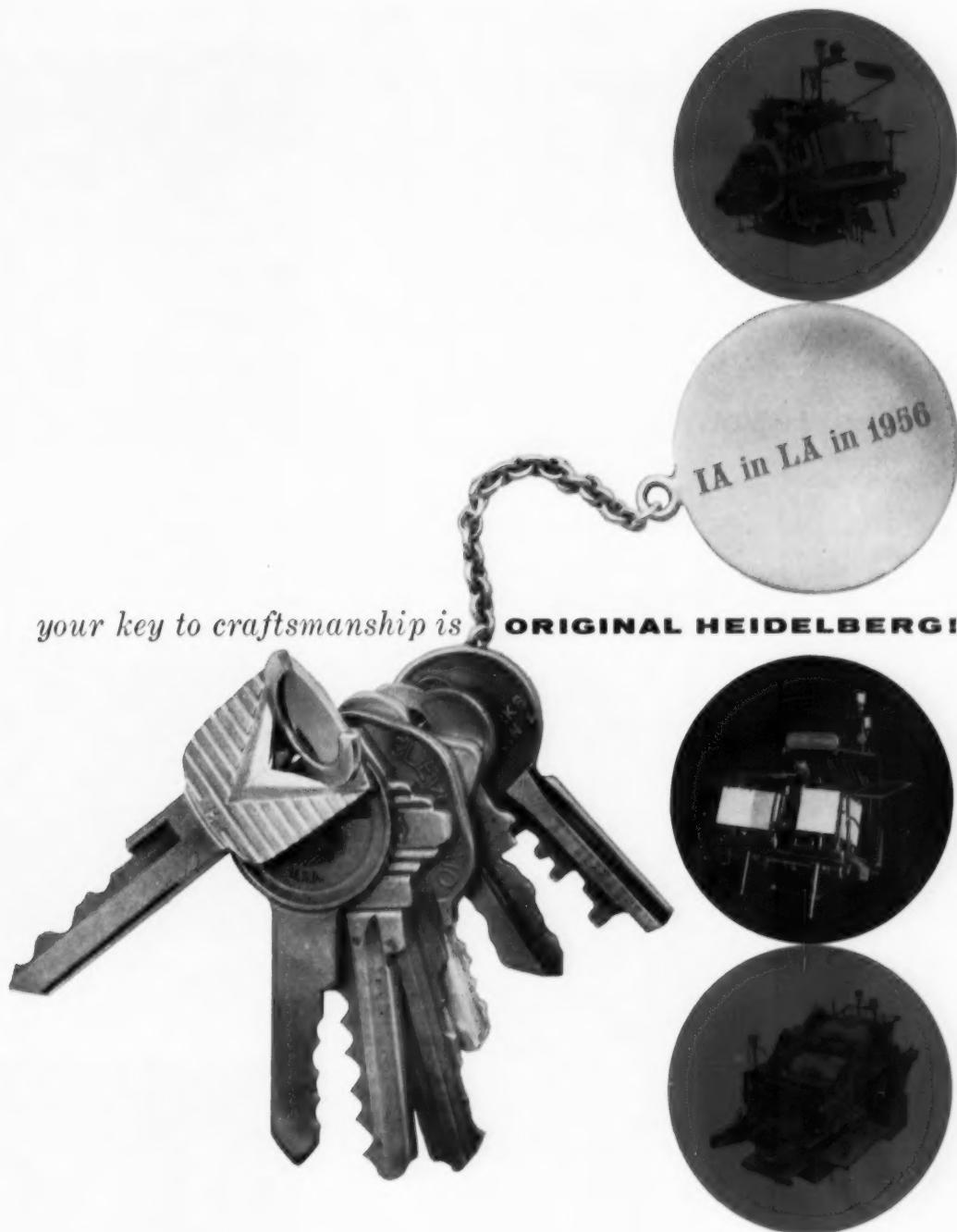
Trouble-free
press
performance!



Brighter
color!

Consolidated

ENAMEL PRINTING PAPERS
production gloss • modern gloss • flash gloss
productolith • consolith gloss • consolith opaque
Consolidated Water Power & Paper Co. • Sales Offices: 135 So. LaSalle Street • Chicago 3, Illinois



the key you get from Original Heidelberg next month at the Craftsmen's Convention will open up two doors...one to Original Heidelberg's Hospitality Room (and a barrel-full of prizes, by the way) and the other to a future of real craftsmanship available only through Original Heidelberg quality! See you in Los Angeles...and let's hope your key opens **both** doors. "it's the IA in LA in 1956"...be sure and ask for your key at the convention...it may be the lucky one

over 70,000 Heidelbergs now in use world-wide!

ORIGINAL HEIDELBERG.

NEW YORK • LOS ANGELES • HOUSTON • COLUMBUS • CHICAGO • KANSAS CITY • MINNEAPOLIS • SALT LAKE CITY • DENVER • ATLANTA • PORTLAND • SAN FRANCISCO • SEATTLE

"TTS a money-maker, time-saver, will pay for itself in less than 4 years"

—says Paul R. Blaetz, President Blaetz Brothers, Inc., Publishers of the *Breeze* newspapers

"After nearly thirty years of operation and learning many lessons the hard way . . . we at The *Breeze* . . . are using as much automatic equipment as we can pack in a 40' x 120' building.

"We have been using Teletypesetter equipment for 10 years to set body matter for our weekly newspaper and publication printing work. Our experience with TTS is that it's a money-maker and time-saver.

"In fact, we've come to think of the two Teletypesetter units installed on our Model B high speed Intertypes as an integral part of the linecasting machine.

"In addition to publishing a weekly newspaper with a circulation of 5,200 and averaging 14 to 16 pages, 75% of our dollar volume is

commercial and publication printing. Often we set several hundred galleys of 12 em wide type per week. Some of it is straight matter, a large part is tabular (see below). With TTS we can count on almost an average of 3 galleys per hour.

"During peak periods we can use our linecasting machines for manual operation during the day. Then, run tape — perforated during the day shift — through the night.

"It is my opinion that a Teletypesetter system installed on a properly operating linecasting machine will pay for itself in less than four years . . . and then go on to earn additional profits."

For information on how TTS can increase your production write: Teletypesetter Corp., Dept. IP7, 2752 N. Clybourn Ave., Chicago 14, Ill.

WITH A TTS SYSTEM YOU CAN . . .

**set
this**

**or
this**

HILLSIDE ROAD		
Arthur Renahan	3.00	3.00
William Selhorn	3.00	1.50
Jerome J. Cowen	4.00	2.00
Lester Heller	2.50	3.00
Miss Florence Basch	1.25	1.00
Arthur Buckley	2.00	1.50
James Blake	3.00	3.00
Howard B. Ellison	15.00	

RIVER ROAD		
Mr. George Hawkins	2.00	1.50
T. J. O'Donoghue	2.00	1.50
Albert Puntelli	.50	1.00
William Alexander	2.40	1.50
John Lucinatelli	.50	.25
Earl W. Schultz	2.50	2.00

Rehabilitation Of Flooded Areas

Rehabilitation of the flooded areas of Eastern Pennsylvania is gradually being accomplished. Although it will be many weeks and months before normal living may be resumed in these areas, the enormous task of taking care of those in need of food, clothing and medical attention is in the hands of those gallant Red Cross workers who have "taken over" so courageously in this emergency.

... at the same hourly production rate.

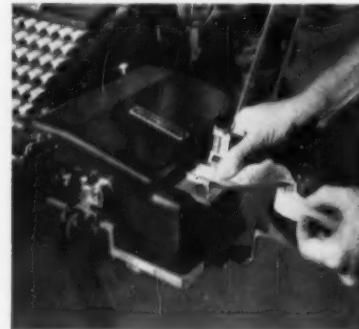
Teletypesetter's versatile composition enables users to easily set run arounds, box scores, centered or flush left subheads, and tabular matter in any column width up to 30 picas.



Paul R. Blaetz examines tape coming out of the TTS Operating Unit attached to one of their Model B high speed Intertypes. About Teletypesetter equipment Mr. Blaetz says, "It is a good example of how we let modern equipment help us make money."

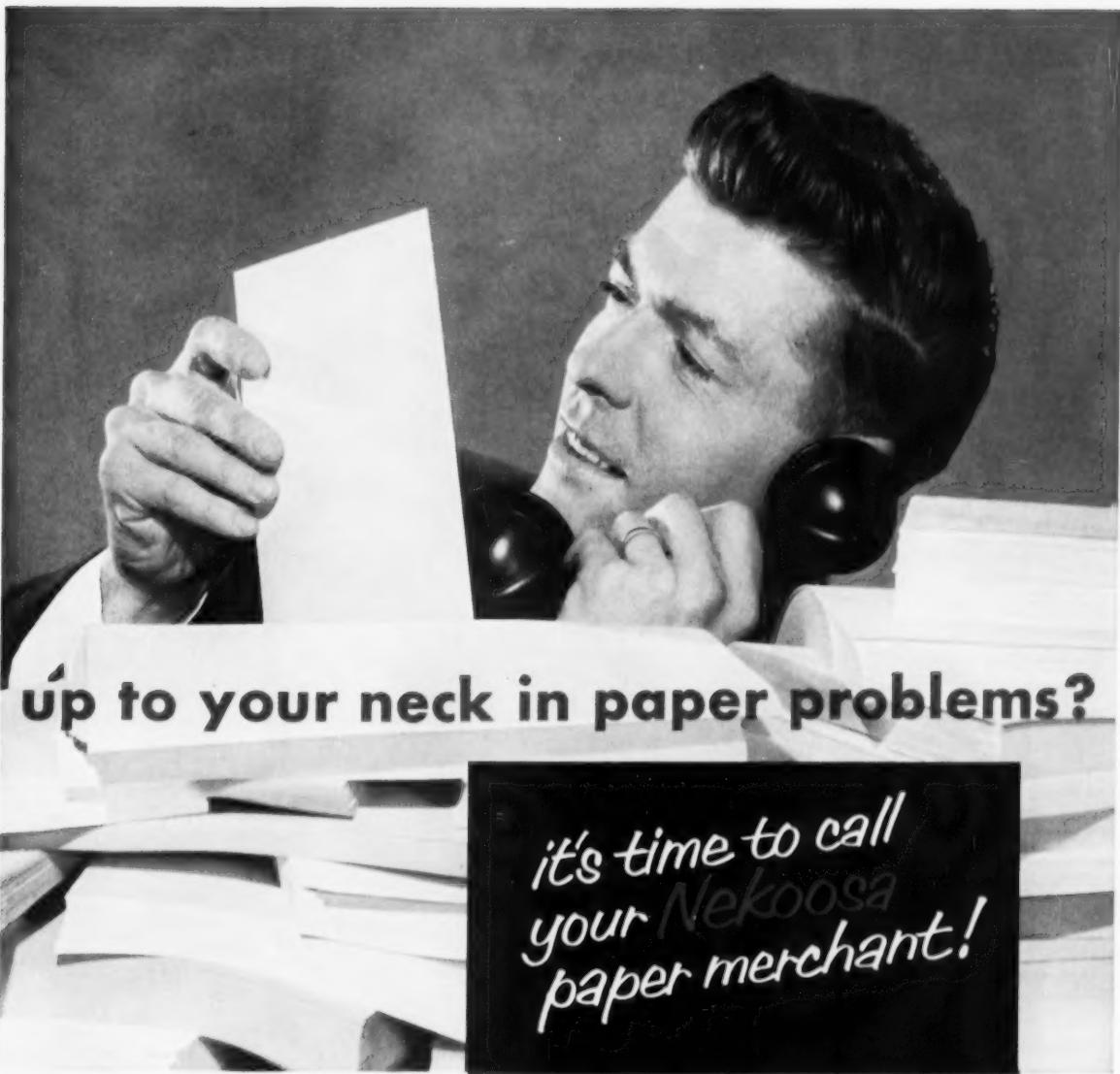


A competent touch-typist can quickly learn to punch tape on a TTS Perforator. A beginner should start to produce useable tape a day or two after instruction.



TTS Operating Unit produces a continuous flow of type automatically, without interfering with normal manual operation of linecasting machine.

TELETYPESETTER



up to your neck in paper problems?

it's time to call
your Nekoosa
paper merchant!

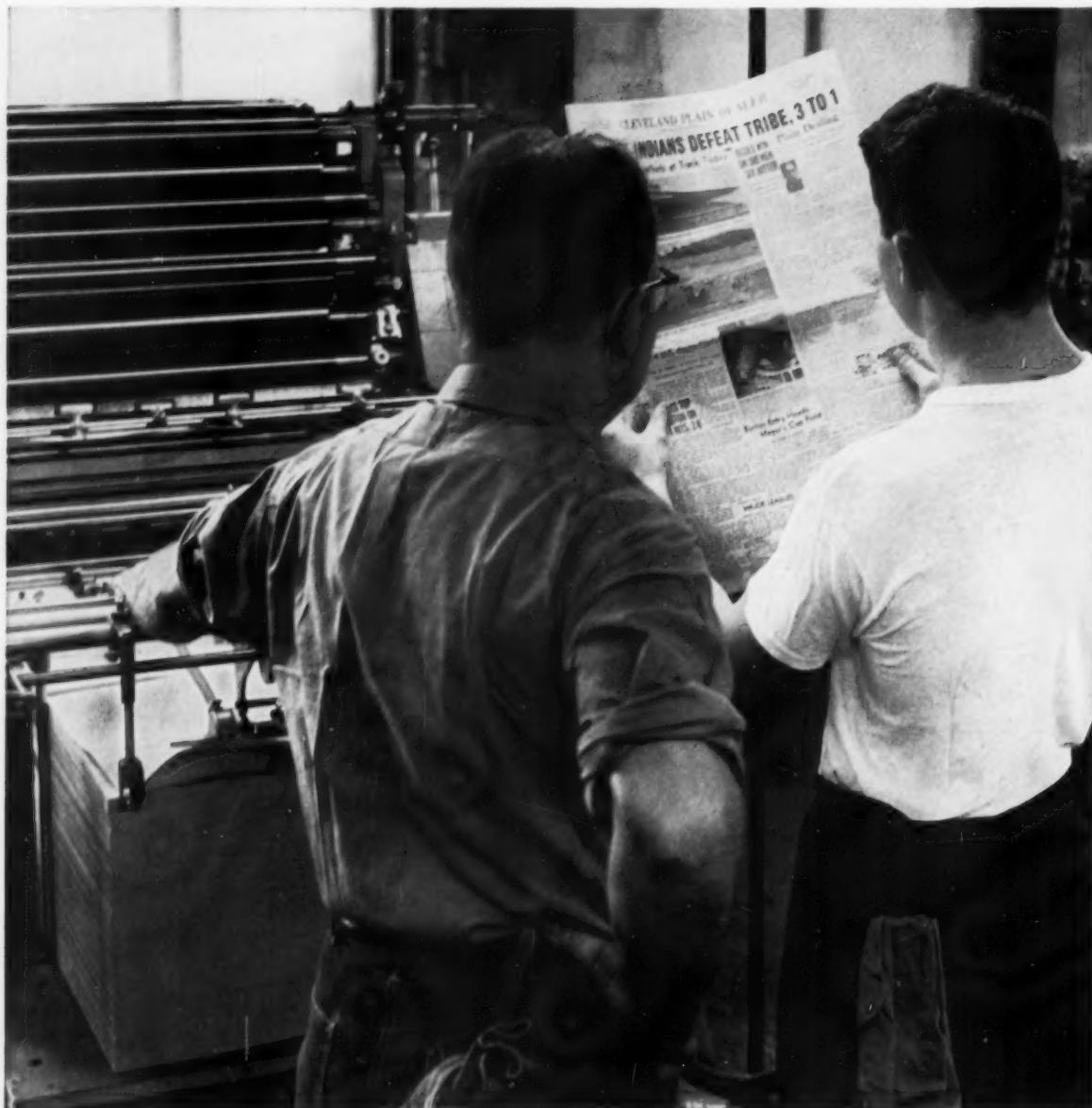
Like sheets of paper, paper problems come in all sizes. Whether yours are large or small, you can always count on your Nekoosa paper merchant to come up with the solutions. It's his job to suggest certain papers for certain jobs . . . to tell you what papers are available . . . to answer *all* of your paper questions. Call your Nekoosa paper merchant. He's ready and willing to help!

YOU
THE PRINTER
and your

Nekoosa
PAPER MERCHANT
are a team!



NEKOOSA PAPERS: Nekoosa Bond • Nekoosa Ledger • Nekoosa Duplicator • Nekoosa Mimeo • Nekoosa Manifold
Nekoosa Offset • Nekoosa Opaque • Nekoosa Master-Lucent • and companion ARDOR Papers



What's wrong with reading about the ball game? Fast-running Whippet Bond keeps the job running smoothly

FEEDING problems take care of themselves when you print on fast-running Whippet Bond. Here's an unwatermarked paper with uniform bulk that prevents double feeding—keeps your budget jobs running like clock-work, ream after ream.

Jobs printed on Whippet Bond look good, too. Whippet Bond's outstandingly clean, uniform surface promotes even impressions of sharp, clear type and illustrations.

Millions of pounds of Whippet Bond are sold every year. That's proof of customer satisfaction. And, the fact that "Whippet" is a "Hammermill" product makes your selling job easier.

Ask your Hammermill salesmen for samples of improved Whippet Bond. You'll like it. So will your pressmen and your budget-minded customers. Hammermill Paper Company, Erie, Pa.

Weather-tight ream wrappers protect Whippet Bond's balanced moisture content. Sturdy, easy-to-use shelf-service cartons make for convenient storage and handling.



WHIPPET
F **BOND**

The surest way to more printing production profits is to increase output of your present equipment without sacrifice in quality. And, if you can improve quality at the same time, you are competition and hard to beat!

ANNOUNCING

THE NEW, REVOLUTIONARY OXY-DRY SHEET CLEANER

You BUY MORE PROFITS when you purchase the OXY-DRY SHEET CLEANER. Actual tests* show that your presses will deliver about 5% more impressions per hour, you'll stop the presses for wash-up about 12 times less per shift, save about 100 press sheets and the ink wasted in restarting after washups. This means that inside one year the OXY-DRY SHEET CLEANER will pay for itself...after that, it's all profits for you. Maintenance, repair and service will be negligible...the equipment is engineered to last the life of the press.

The OXY-DRY SHEET CLEANER is the only sheet cleaner that uses both air and suction ★ Operates within $\frac{1}{8}$ " of

sheet for positive consistent cleaning action ★ Improves register control ★ Dry spray can be used every time sheet goes through the press ★ Can be installed in two hours on either web or sheet fed presses ★ Flexible—one vacuum-blower differential unit can be moved from press to press to operate any OXY-DRY cleaner head in your plant ★ Successful installations have been made in Meredith Publishing Co., Kable Bros., Popular Mechanics and other leading printing plants where speed and quality are constant aims...Increased profits they are getting can be yours too ★ To get more information on OXY-DRY SHEET CLEANERS, write, wire or phone us now.

* 5 Color Cottrell 36" x 48"—Sheet Fed
More details on request.



*means more profits for the
graphic arts industry*

OXY-DRY SHEET CLEANER CORPORATION

1134 West Montrose Avenue, Dept. IP, Chicago 13, Illinois

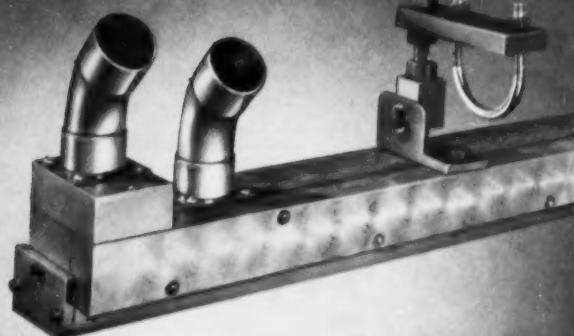
NEW YORK

CHICAGO

SAN FRANCISCO

Photo below shows close-ups of the OXY-DRY SHEET CLEANER vacuum-blower head and head face.

Photo below shows the vacuum-blower differential unit for the OXY-DRY SHEET CLEANER



BUSINESS BUILDERS

FOR PRINTERS
with an eye to
EASIER SALES
and, naturally,
MORE PROFITS



and here are 2 more Sales Aids: **THE PERFECTION TWINS!**

Our series of Helpful Hints and our Sample Book are indeed a pair of Perfection Twins, born of our understanding for Printers' needs. Available from any Perfection Distributor. Complete list may be found in Walden's "Paper Catalog."

PERFECTION SAMPLE BOOK

Enables you to pick the RIGHT gummed paper for the job EVERY TIME. It contains a wealth of information on printing surfaces, types of gumming, handling of gummed paper for best results, basis weight before gumming, sizes, etc.



PERFECTION HELPFUL HINTS

A series of highly informative printed sheets dealing with various phases and uses of gummed paper. Printers and lithographers can avoid many headaches and make gummed paper printing a profitable business by following the ideas and suggestions in these widely acclaimed sales builders.



Call your Fine Paper Merchant, Ask for
a Quality Gummed Paper You Can ALWAYS Depend On!

PERFECTION® FLAT GUMMED PAPER

Perfection is made by
PAPER MANUFACTURERS CO.
PHILADELPHIA 15, PA.
SALES REPRESENTATIVES
Atlanta, Chicago, Cleveland, Kansas City, Los Angeles,
New England, New York, Philadelphia
PACIFIC COAST WAREHOUSES: San Francisco, Los Angeles
PLANTS: Philadelphia, Indianapolis



The following is a list of Fine Paper Merchants who are distributing
PERFECTION® Flat GUMMED PAPER

ALABAMA	Birmingham	Buffalo
Dillard Paper Company		The Alling & Cory Company
ARIZONA	Phoenix	Jamaica, L. I.
Butler Paper Company		Queensboro Paper Corp.
CALIFORNIA	Berkeley	New York
Nelson Paper Company	Long Beach	Berman Paper Corp.
Sierra Paper Company (branch)	Los Angeles	Bishop Paper Co., Inc.
Fort Dearborn Paper Company		Canfield Paper Company
Kirk Paper Company		Crown Paper Corp.
Sierra Paper Company		Herman Grover
Sierra Paper Company (branch)	San Diego	Hillcrest Paper Company
Davis Colton Paper Company	San Francisco	Linde-Lathrop Paper Co., Inc.
CANADA	Montreal	Marvin Paper Corp.
Lauzier Paper Limited		Reinhold-Gould, Inc.
CONNECTICUT	Hartford	Saxon Paper Corp.
Batt Paper Company		Selig Paper Company
E. R. Van Derlip Company		Union Card & Paper Co., Inc.
E. R. Van Derlip Company (branch)	New Haven	Weston Paper Company
DELAWARE	Wilmington	Rochester
Whiting-Patterson Company		The Alling & Cory Company
DISTRICT OF COLUMBIA	Washington	Syracuse
Frank Parsons Paper Co., Inc.		The Alling & Cory Company
FLORIDA	Jacksonville	Troy
Graham-Jones Paper Company		Troy Paper Corp.
Southern Paper Company	Miami	Utica
Graham-Jones Paper Company	Tampa	The Alling & Cory Company
GEORGIA	Atlanta	OHIO Akron
Dillard Paper Company		Birmingham & Prosser Company
IDaho	Idaho Falls	Cleveland
American Paper & Supply Company		Cleveland Paper Co.
ILLINOIS	Chicago	Toledo
Marvin Envelope & Paper Company		Paper Merchants, Inc.
Plymouth Paper & Envelope Company		Youngstown
Reliable Paper Company		Cleveland Paper Co. (branch)
INDIANA	Indianapolis	OREGON Portland
Indiana Paper Co., Inc.		Fraser Paper Company
KENTUCKY	Louisville	PENNSYLVANIA Allentown
Superior Paper Company		G. A. Rinn Paper Co., Inc.
MARYLAND	Baltimore	Whiting-Patterson Company (branch)
The Baxter Paper Co., Inc.		Bethlehem
Garrett-Buchanan Company		Wilcox-Walter-Furlong Paper Company
The Mudge Paper Company		Harrisburg
MASSACHUSETTS	Boston	Philadelphia
Andrews Paper Company	Holyoke	Johnston Keffer & Trout
Plymouth Paper Co., Inc.		General Paper Corporation
MICHIGAN	Detroit	W. B. Killhour & Sons
Seaman-Patrick Paper Company		Philadelphia Card & Paper Company
MINNESOTA	Minneapolis	Quaker City Paper Company
Paper Supply Company	St. Paul	Whiting-Patterson Company
MISSOURI	Kansas City	Wilcox-Walter-Furlong Paper Company
Pickwick Papers		Pittsburgh
NEW JERSEY	Jersey City	Brubaker Paper Company
Gotham Card & Paper Co., Inc.		General Paper Corporation
Newark		Reading
The Paper Mart, Inc.		Garrett-Buchanan Company
Paterson Card & Paper Company	Paterson	Williamsport
Standard Paper Service	Plainfield	Susquehanna Paper Co.
NEW YORK	Albany	York
Hudson Valley Paper Company	Brooklyn	W. B. Killhour & Sons (branch)
Mendelsohn Paper Company		The Mudge Paper Company (branch)
Price Nocks Paper Company		Quaker City Paper Company (branch)
WEST VIRGINIA	Seattle	RHODE ISLAND Providence
R. D. Wilson Sons & Company		Providence Paper Company
WISCONSIN	Milwaukee	TENNESSEE Nashville
Allman-Christiansen Paper Company		Dillard Paper Company
Neenah		UTAH Salt Lake City
Fine Papers Unlimited		American Paper & Supply Company
		VIRGINIA Richmond
		Cauthorne Paper Company
		B. W. Wilson Paper Company
		WASHINGTON Seattle
		Soames Paper Company
		WEST VIRGINIA Clarksburg
		R. D. Wilson Sons & Company
		WISCONSIN Milwaukee
		Allman-Christiansen Paper Company
		Neenah
		Fine Papers Unlimited

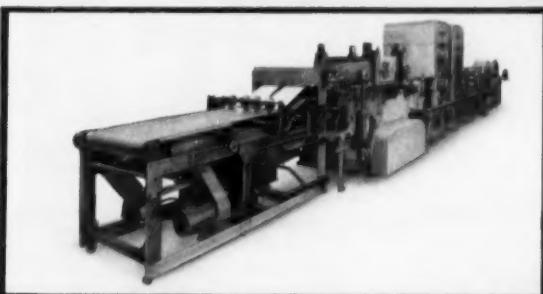
PERFECTION® made by PAPER MANUFACTURERS COMPANY
is available to any reliable fine paper merchant in other cities

Hallmark of the finest printing and converting equipment...

Rotogravure

High-speed precision-register printing on practically *any* stock in *any* practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain *inline* rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

To complete a CHAMPLAIN rotogravure press—a CHAMPLAIN inline precision delivery unit:

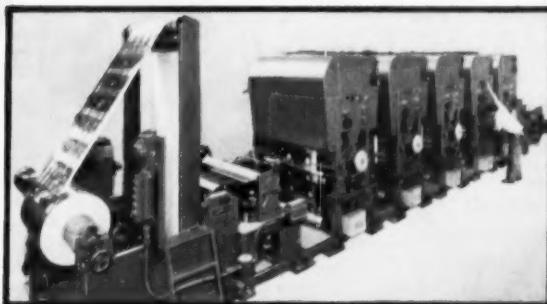


Sheet Delivery

Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. *Faster than any other standard sheeter.* Positive sheet handling eliminates damage. No waste trim.

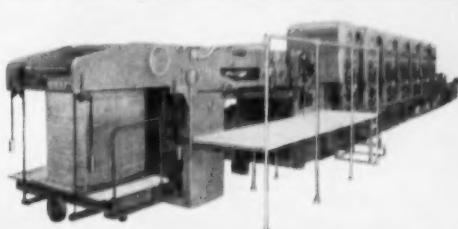
Rewind Press

Hydraulically-actuated constant-tension roll unit rewinds from 400 to 800 ft. per min. Positively synchronized to press for balanced speed, tension, and control. Single, multiple, and staggered-roll models.



Cutting and Creasing Press

In one pass—only once through the press—it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at *better* than cylinder press speeds.



PLUS — a complete line of other equipment for all printing and converting needs.

**LETTERPRESS PRESSES, FLEXOGRAPHIC PRESSES,
SPECIALTY PRESSES**—for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels.

CUTTING AND CREAMING EQUIPMENT—Roll Fed Swing-Type Reciprocal and Stationary Die Cutting Presses—Vertical Extruding and Eccentric Punches and Perforators—Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE—Rotary Embossers—Perforators and Score Units—Slitting Equipment—Hot Melt Thermoplastic Applicators—Special Delivery Equipment.

AUXILIARY EQUIPMENT—Automatic Electronic Register Controls (for multicolor and fabrication register on roll-fed equipment)—Automatic Web Splicers.

...and for special engineered equipment:

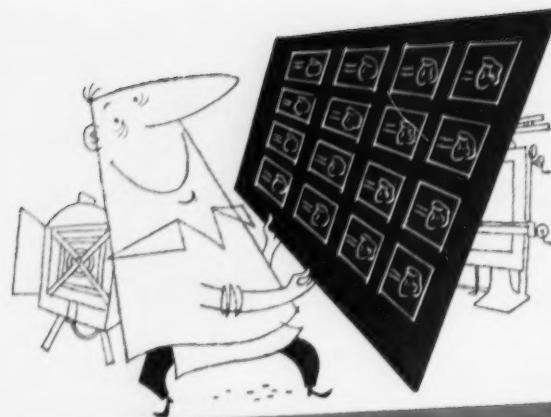
Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.

Champlain



Write today for catalog of Champlain equipment. Champlain Company, Inc.
88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, Ill.

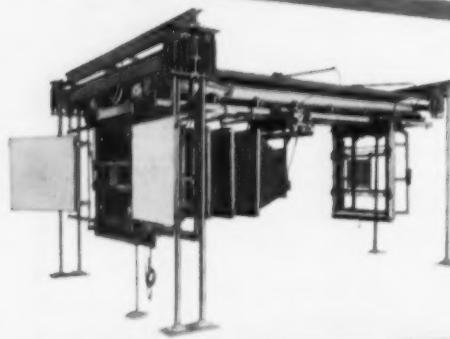
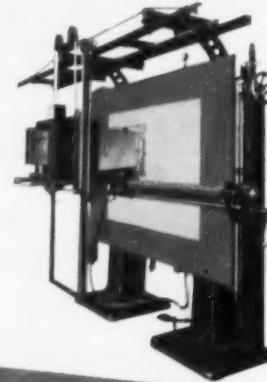
© 3305



**fine
offset plates
come only from
the finest
offset equipment**

LANSTON M-H Vertical Step and Repeat Machine

Designed to assure precision to one thousandth of an inch in registering negatives for single- and multi-color process work in lithographic and gravure plate making, the LANSTON Vertical Step and Repeat Machine operates with speed and convenience. Its rigid construction and excellence of materials and workmanship contribute both to facility of operation and a long life with minimum maintenance cost.

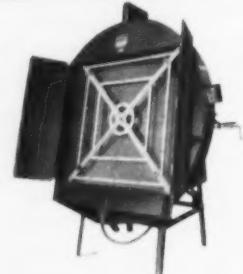


LANSTON M-H Color-Precision Camera

The famous LANSTON overhead, motor-focusing, darkroom CAMERA, equipped with all modern accessories, is found in shops producing the finest plates for lithographic or gravure printing. Every condition of alignment and register is under operator's push-button control either within or without the darkroom.

LANSTON M-H Vertical Plate-Coating Machine

The LANSTON Vertical Plate-Coating Machine uses less solution to produce a plate evenly, thoroughly and smoothly covered. And, because of its vertical construction, it occupies a smaller floor space than any other plate-coating machine.



NOTE: You will soon hear more about the MAGNASTEP, the new, compact LANSTON Step and Repeat Machine. Watch for it!

Complete information on
LANSTON PHOTO-MECHANICAL EQUIPMENT
will be sent gladly on request.

LANSTON MONOTYPE MACHINE CO., DEPT. IP
24th and Locust Sts., Phila. 3, Pa.

Gentlemen:
Please send complete information on Lanston Photo-Mechanical Equipment.

Name.....

Firm Name.....

Address.....

City & State.....



Lanston monotype machine co.

24TH AND LOCUST STS., PHILADELPHIA 3, PA.

BRANCH OFFICES: 80 Federal St., Boston 10, Mass. • 216 West Jackson Blvd., Chicago 6, Ill.
Room 332, Healey Bldg., 57 Forsyth St., Atlanta 3, Ga. • 441 Lexington Ave., New York 17, N.Y.
115 New Montgomery St., San Francisco, Calif.

IN CANADA: Monotype Company of Canada, Ltd., 77 York St., Toronto 1, Ontario

ALSO REPRESENTED BY: Roberts & Porter, Inc., 622 Greenwich St., New York 14, N.Y.
A.E. Heinsohn, Inc., 1443 Blake St., Denver, Colorado

Type set in faces of Monotype Scotch Roman and 20th Century Series.

THE C&P LINE OF 37" CUTTERS provides unusual versatility FOR FAST, ACCURATE CUTTING

Plan your next purchase of a paper cutter with your "years ahead" requirements in mind and you'll find that C & P 37" cutters meet your present needs with the possibility of some future additions of accessory equipment to handle increasing cutting demands.

C & P 37" Fully Automatic Cutter

This model is fully automatic for both clamping and cutting operations. Push-button controls make operation easy, simple and fast. Two-handed control of cutting with a fool-proof non-repeat device meets all safety requirements. Clamp pressure is readily adjustable and clamp may be moved independent of knife. (A treadle is not necessary). Every construction feature contributes to safety, ease and speed of operation in providing the highest standards for precision cutting.

C & P 37" Hand Clamp Power Cutter

All of the features of the 37" Fully Automatic Cutter, except the automatic clamping device, are incorporated in the C & P 37" Hand Clamp Cutter. The hand clamp construction makes possible a lower initial cost, but does not detract from the future possibility of fully automatic operation. The 37" Hand Clamp machine can be converted into a completely automatic cutter at any time by the installation of the automatic clamping power unit in place of the hand clamping device.

Manual Spacer for C & P 37" Cutters

The C & P Manual Spacer is designed for work requiring long runs of repetitive cuts. The spacer enables the operator to make settings of several stops for the back gauge to accommodate a series of progressive cuts. He can proceed rapidly through the entire run without the necessity of stopping to make precise visual adjustments of the back gauge for each cut. Utmost precision can be obtained in making the stop settings. Extra bars and stop lugs can be furnished so that the same series of cuts is always available for future runs on jobs that are ordered periodically. This spacer is furnished as accessory equipment on C & P 37" cutters and installed at the factory or by a factory man in the field.

Power-Driven Back Gauge

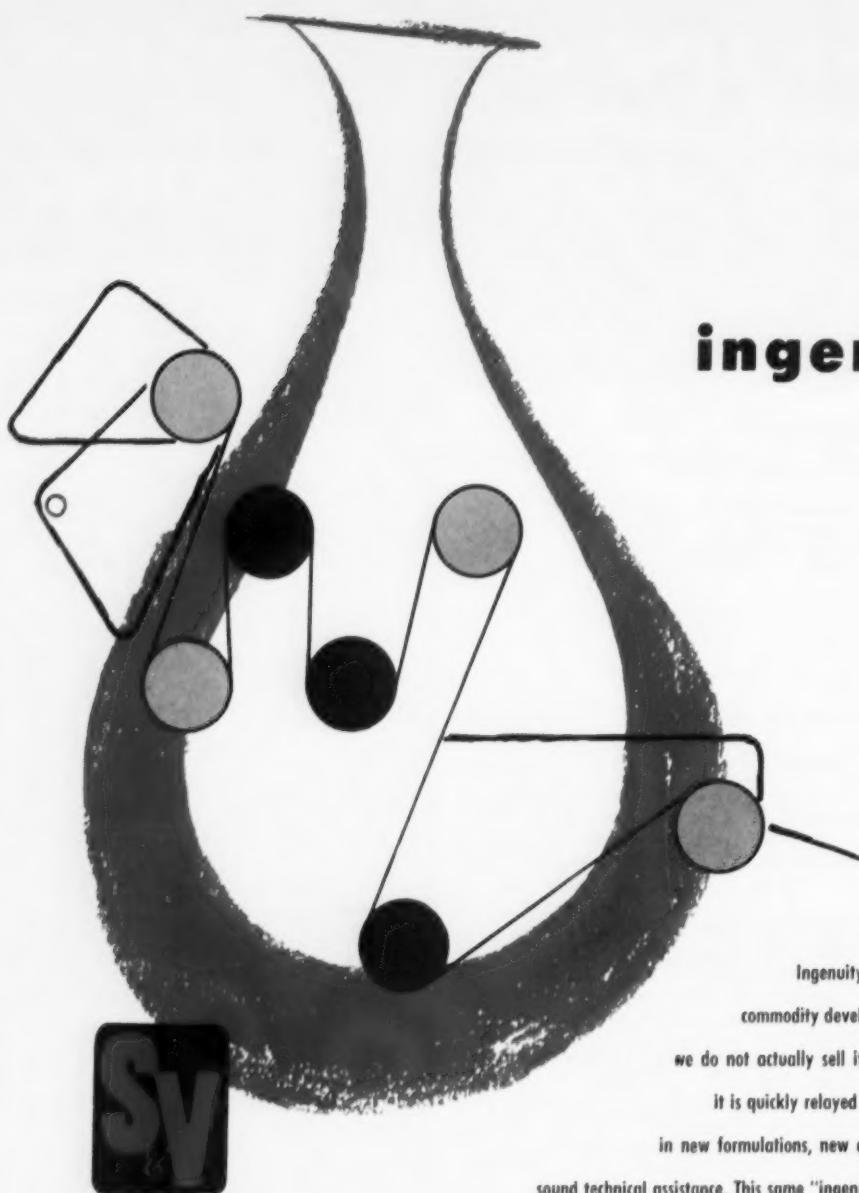
The C & P Power-driven Back Gauge is furnished as built-in accessory equipment on new C & P 37" Fully Automatic Cutters. This back gauge cannot be installed on cutters in use. The power-driven feature of this back-gauge greatly reduces the number and extent of motions required to operate the cutter and faster cutting is accomplished. An automatic return feature which resets the back gauge for each successive lift of paper further materially reduces cutting time.

Before buying any paper cutter, check with your C & P dealer and get the full facts on the versatility, future adaptability and prices of C & P 37" cutter models, or write us for complete information.



THE CHANDLER & PRICE COMPANY
6000 Carnegie Avenue • Cleveland 3, Ohio





ingenuity

Ingenuity is the most successful commodity developed at S&V. Although we do not actually sell it off the shelf, it is quickly relayed to every S&V customer in new formulations, new applications, and sound technical assistance. This same "ingenuity" is the active force

that enables S&V to continually produce the finest printing inks on the market.

and it's this "ingenuity" that offer printers the increasing benefits of S&V's research,

production and technical advancements. If you want to be certain

of achieving the best results every time, it's time to try S&V!

Sinclair and Valentine Co.

Main office & factory: 611 West 129th St., New York 27, N. Y.

OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST



NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Postal Bill Passage Unlikely This Session

Administration program for boosting postal rates some \$430 million seemed due for holdover to next session as July came in...July 2 was date set by Congressman Leo Allen, ranking minority member of House Rules Committee, to call for vote on rule to consider H.R. 11380. Adoption of rule would have opened door for debate and any amendments...rejection would have made bill lie dormant. Scant time left, Congress aims to adjourn by Aug. 1.

Eisenhower to Run, Latest Guesstimate

Ike wants to run and get elected in the fall...if doctors would only say "Health OK." Best guess is medics will say yes...and so will Ike. A HOT fall campaign could create much business for printers...Democrats have full quota of candidates...will use much printed publicity... Republicans have a full treasury...will "advertise" heavily for seats in Congress.

Consumer Buying High; Fall Orders Loom Large

Trend of increasing consumer buying continuing...started in early summer. Movement is promising...leading many firms to placing of large orders for fall "sales." Outlook is for more jobs...higher income...general improvement. Survey of leading bankers, just released, says picture too good, "look out for something."

Lithographic Shipments Soar 98 Per Cent

Value of lithographic net shipments climb 98 per cent... preliminary figures from Federal Census Of Manufacturers show...value now \$930 million. In same seven year period since last report, letterpress (including gravure) showed a 47 per cent increase, while greeting card net shipments totaled to 67 per cent above 1947. Details in Aug. IP.

R. Hoe Signs Contract To Market M.A.N Units

Marketing of a variety of M.A.N printing equipment to be task of R. Hoe & Co....will broaden and supplement Hoe's own established lines...M.A.N is Maschinenfabrik-Augsburg-Nurnberg A.G. of Augsburg, West Germany. For all machines it sells, Hoe will maintain supply of parts, offer service. Details in Aug. IP.

(Over)

NEWSLETTER

(Continued)

Harry A. Porter Retires As Harris-Seybold Vep

Harry A. Porter, grand old man of graphic arts industry, has retired as Harris-Seybold company officer...was H-S vice-president from 1928 to 1952, senior vice-president during past four years. Joined company 50 years ago. Will continue interest in Education Council of Graphic Arts Industry, graphic arts conventions, key people in industry.

Int'l Craftsmen Club Chartered in Midwest

Tri-State Club formed at Pittsburg, Kan... covers Southeast Kansas, Southwest Missouri, and Northeast Oklahoma...first club of Printing House Craftsmen in area...details on page 90 of this issue of IP.

PIA Case Histories For Financial Executives

Two case histories highlighting the management of working capital... showing the part played by the PIA Ratios... will be featured in IP next month.

Book Paper Prices Rise —Some Up \$13 a Ton

Heavy hike in book paper prices hit publishers, printers. Average contract price on base of 40 pound coated, now near a \$200 per ton figure. Mills named wage increases as biggest factor influencing boost.

Offset Test Presses For Standardized Proofs

Standardized proofs for lithographers that can be reproduced on production presses will be feature of new line of presses by Vandercook & Sons...According to E. O. Vandercook, this new concept will give lithographers results similar to those obtained from letterpress test presses.

S&V Co. Constructs Plants In Albany and Atlanta

Ink manufacturing facilities of Sinclair & Valentine Co. are being expanded with two new plants...one of 7,200 sq. ft. in Albany, N.Y....other in Atlanta, Ga., has 8,000. Both will have complete ink testing labs.

\$11 Million Returned By Public Printer

He gave \$11 million back to his boss. All printers know who "he" is...U.S. Public Printer Raymond Blattenberger. If you haven't seen it, see Reader's Digest May article condensed from Miami Herald. Former Philadelphia executive gave it back to U.S. Treasury...announced in IP months ago.

Booklet Gives Rules On Military Reservists

If your printing plant has military reservists on payroll, then you need to know the rules. U.S. Chamber of Commerce, Washington 6, D.C., has booklet, "Your Employees and the Military Reserves"...50c per copy.



New West Coast Offset Plant Ultra-Modern

- Economy Lithograph Company in Los Angeles in ultra-modern printing plant with 25,000 square feet
- Offset company was formed in 1937 as adjunct to Economy Blue Print Company, now has 112 employees
- Modern equipment includes five Harris presses, five Multiliths, ATF Chief, and Intertype Fotosetter

★ Printing House Craftsmen and other printers who visit the West Coast this summer will be especially interested in the new plant of the Economy Lithograph Co. at 111 S. La Brea Ave. in Los Angeles.

An architectural delight as printing plants go, Economy Lithograph's new building has 25,000 square feet of floor space with three floors in the main structure, two in one wing and one floor in the second wing.

Economy Lithograph was formed in 1937 as an adjunct to Economy Blue Print Co. to service its industrial, aircraft, and engineering customers. The company was organized by John F. Mawson, who is also the founder and executive head of the Economy Blue Print Co.

Specializes in Color Work

During the past two and a half years, Economy Lithograph has expanded into the commercial printing field and now specializes in color work on brochures, advertising pieces and other commercial printing. The company has enjoyed its biggest expansion during this period.

Added during the expansion phase were a 35x45 Harris single-color press, a 35x45 Harris two-color press, two additional hot metal typesetting machines, an Intertype Fotosetter, and four more Multiliths. The company now employs 112.

Dan Drotning is general manager of Economy Lithograph. A typographer by



John F. Mawson is president of two Economy companies, founded offset division in 1937 to service industrial, aircraft, engineering accounts

trade, Mr. Drotning has spent his life to date in the printing and reproduction fields.

Charles W. Stubbs is sales manager of the company. He has spent the ten years since his graduation from the University of California in the sales end of the graphic arts and advertising fields.

The first floor of the main section of the building contains the pressroom. In

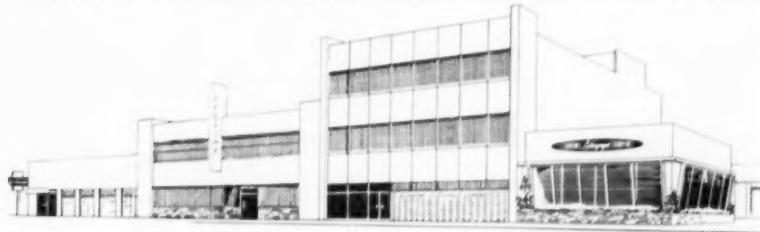
addition to five Davidson 1250 Multilith presses, there are five Harris presses: a 17x22 LTV, two 22x34 LTN presses, a single-color 35x45 LUD, and a two-color 35x45 LUE; and a 17x22 ATF Chief.

A Monotype 25½x36 plate whirler and a Brown 43x55 plate whirler are located in the pressroom. Three vacuum printing frames are in operation here also: a Brown 48x56, a Douthitt 30x40 and an ATF 22x34.

The stripping department includes complete facilities for 15 strippers working simultaneously. Two cameras, a Chemco Model F, 24-inch roll film type and an ATF 24-inch process, handle all the photographic work. In addition, there



Below is full horizontal view of the new building of the Economy Lithograph Company in Los Angeles. The second floor of the main building houses office of general manager, camera and dark rooms and stripping area. The third floor contains bindery and paper storage, Xerox camera and stripping rooms





Left above: Stripping department has complete facilities for 15 strippers working simultaneously.

Right: Two cameras, Chemco Model F and ATF 24-inch process, handle all photographic work



Right: Charles W. Stubbs, at right, is the sales manager of Economy Lithograph Company. He spent ten years in graphic arts and advertising after graduation from University of California

is a 40x50 vacuum frame for Brownline proofs.

Other equipment in the stripping department includes a Brownline proof belt dryer, two Xerox cameras, two Xerox Model D processors, a Xerox Model A fuser and a Xerox Model F Fuser.

The composing room typesetting equipment includes two Intertype Model F4 machines, one Intertype F4-4, and one Intertype C2 model. The company has recently installed an Intertype Fotosetter and all the associated equipment needed for its operation, including a Potdevin wlexer, a Pako paper dryer, a Douthitt temperature-controlled sink and a Brown 20x24 vacuum table. A Ludlow type caster completes the typesetting equipment.

Composing Room Well Equipped

Proofing equipment includes two Vandercook Model 4 proof presses, a Vandercook Model 4-T proof press, a Challenge 15x30, and a Vandercook automatic galley proof press. Two Hammond Glider saws, one Morrison C. and G. saw, a Rouse vertical rotary miterer and a metal remelting furnace complete the composing room equipment.

In the bindery are two Seybold CHB 35-inch cutters and one 50-inch Seybold cutter; one Berry Machine Co. 22-hole drill and one Berry three-hole drill; one Cleveland Model B folding machine and one Cleveland Model 00 Cleveland folder; one Rosback perforator, one ATF Model EPI paper jogger, one motor-driven gathering table, a Challenge Model EH drill. Stitching equipment includes a Macey eight-station gathering machine with automatic stitcher, a champion wire



stitcher, an Acme and Morrison book stitcher and a Rosback two-head automatic stitcher. Rounding out the bindery equipment are a Nygren-Dahly scoring machine, Pitney Bowes postal equipment and a fork lift truck.

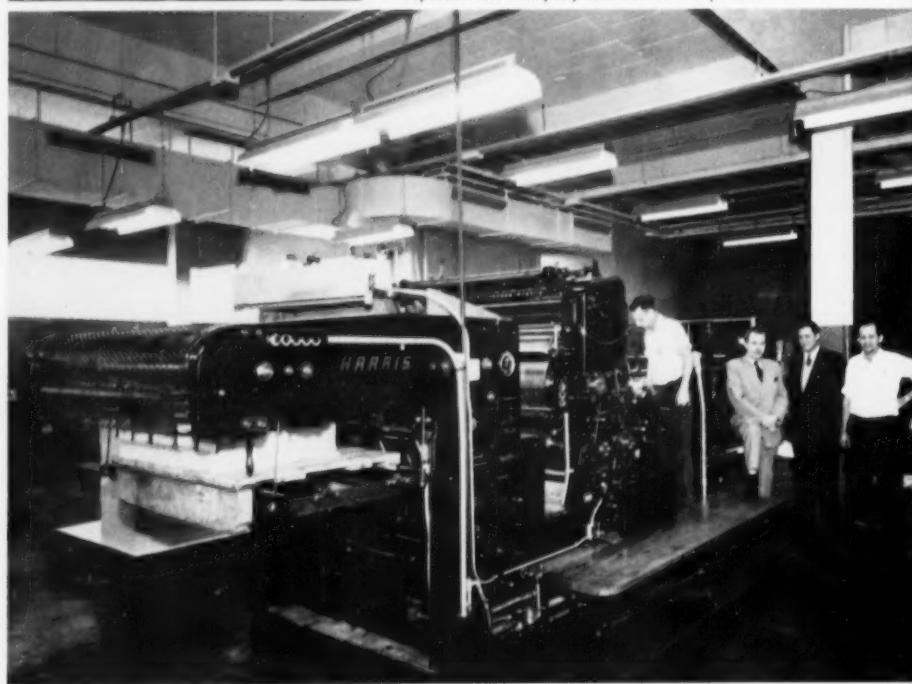
Uses Direct Mail to Advantage

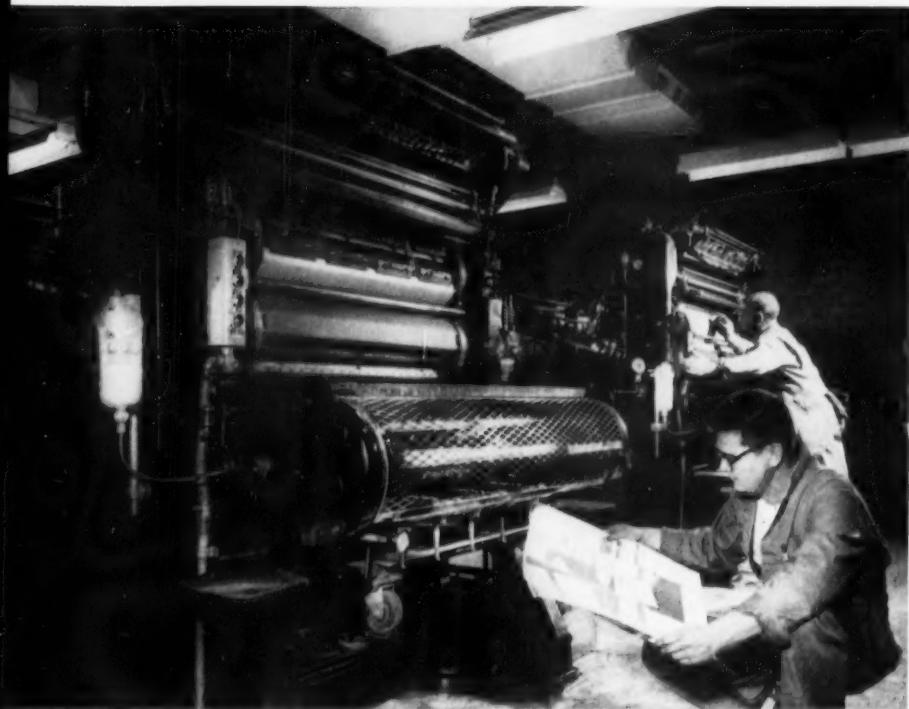
Economy's Charles W. Stubbs, sales manager, uses direct mail to good advantage. Here's one of his recent letters:

"Aesop's fly, Mr. Jones . . . was much laughed at for exclaiming as he sat on the axle of the speeding chariot, 'What a dust I do raise.'

"You'd laugh at us, too, for sending you this brochure just to show off our presses and processes.

Below: Dan Drotning, general manager of Economy, is man in gray flannel suit. A typographer by trade, he has spent years in printing and reproduction. Company has five Harris presses





Above: One of Economy's 22x34 Harris presses used for much of company's advertising color work

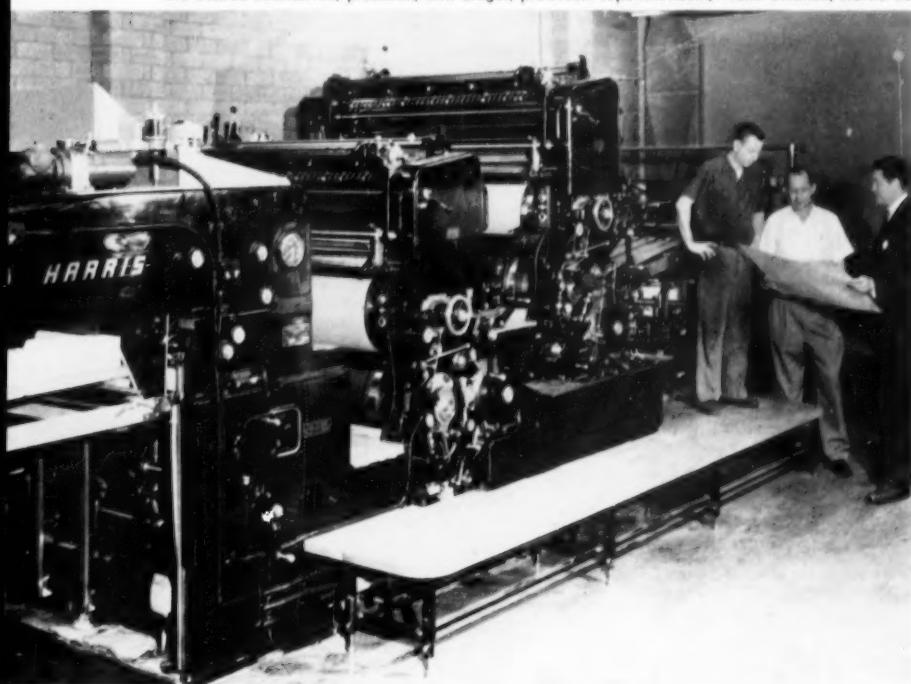
"You want to know the benefits to you.

"As you peer through the dust of our vanity—notice the quality, the color reproduction, and the typography. Couple speed to these features and you have a service that spells benefits for you. Lithography and typesetting under one roof to give you uninterrupted service; modern

high speed presses and craftsmanship to give you quality, and a fleet of trucks and motorcycles to give you fast pick up and delivery.

"When you want to raise a dust storm behind your printing jobs, call Economy Lithograph, Webster 8-2511 for tops in lithography, typesetting and service."

Below: Recent addition to pressroom is this two-color Harris 35x45 LUE press. From left to right are Conrad Summerfelt, pressman, Cliff Stager, pressroom superintendent, Frank Cullinan, Harris Co.



Engraving Machine Uses New Etching Principle

In line with attempts to modernize the old method of making engravings, Lester H. Doro of Appleton, Wis., has issued a progress report based on ten years of engraving research efforts, giving details of the new automatic halftone etcher being perfected in his laboratory.

The key to the machine is the use of a new etching principle which completely ignores the conventional splash method of current engraving machines.

The process now uses magnesium metal only, but research is continuing on zinc and various zinc alloys. Deep-etch newspaper engravings of 60- or 65-line require from 30 to 45 seconds for .005 to .006 depth. During an actual test, ten halftone flats of 65-line were etched to .005 in seven minutes, ten seconds.

A photoengraving negative is used to make a metal print in the usual manner. The metal requires no special preparation except normal preliminary scouring.

This new machine will come equipped with a control panel, an electronic depth calibrator, and a tone control feature to retain various dark shades as desired. Depth requirements are preset, and the etching action will stop when this predetermined depth has been reached. After etching depth is obtained, etching action is stopped by electronic control. However, manual re-etching can be done.

Usual facilities of electricity, water, and a means of exhaust are required. No expensive chemicals or dangerous poisons are used. The chemical costs are said to be lower than those of nitric etching. Bath life is approximately 30 to 50 flats. Plate size will be either 16x20 or 15x18 in the finished machine.

Work is also continuing on line etching. Developments to date are encouraging, including depths of .018 to .024 in less than two minutes, and deep etch plates of .045 in about three minutes. More details remain to be worked out on line etching.

Plans are being completed to market the automatic halftone etching machine within the next six months. Within a month, Mr. Doro said he intends to evaluate the progress made and give a first showing of the machine in Appleton, Wis., or Chicago.

LA PIA Holds Training Program

The Printing Industries Association, Inc. of Los Angeles now has thirty-two persons enrolled in its educational program. The aim of the program is to provide specialized training to all levels of personnel employed in the graphic arts. The courses offered are cost accounting, printing production management, and a lithograph estimating laboratory.



A. R. Tommasini, University of California Press, Berkeley, has been IAPHC president during past year, and has traveled many thousands of miles

★ The "I.A. in L.A." slogan has attracted much attention to the International Association of Printing House Craftsmen's convention to be held in Los Angeles, Aug. 12-15, at the Biltmore Hotel. Reaugh Fisher, general chairman, has announced that the educational program will feature the steps used in producing printed matter in each of the major printing processes.

Needs of the smaller shop operators are to receive special emphasis from the many speakers at the convention. A highlight will be the post clinic consultation at

Lee Augustine, Cincinnati Club president during the past year, won *The Inland Printer's* Benjamin Franklin plaque as "Outstanding International Craftsman of 1955." The winner of 1956 award is now being determined by International officers and District Representatives but his name will be kept secret until the convention in Los Angeles



GEORGE WISE
First Vice-President



FERD VOILAND, JR.
Second Vice-President

Printing House Craftsmen to Meet

which all of the speakers have been asked to participate in a round-table discussion.

A trip to famous Disneyland, Printing Week beauty queens, visits to local printing plants, and shopping in Los Angeles are all added sidelights.

Formal opening of the convention will take place Sunday, Aug. 12, at 8 P.M. The opening address, "Printing, the Cornerstone of Freedom," will be presented by Dr. Alec Nichols of the Trinity Methodist Church, Los Angeles.

A business session at 9 A.M. opens Monday's program. Two concurrent clinics are scheduled for 10:30 A.M. The first is "Platemaking," chaired by Thomas L. Cooper, Atlanta, International representative-at-large. Talks at this clinic will be "Photomechanical Methods—What They Are Doing Today and What They Will Be Doing in the Future" by Howard Carroll, president of Carroll Photo Engraving Service, San Diego, and "Developments in Lithographic Platemaking," by Bernard Sears who is with the Graphic Arts Corp. of Ohio.

Kenneth R. Burchard, Pittsburgh, chairman of the technical commission, will head the other clinic on "Progress in the Graphic Arts." Speakers will be J. Homer Winkler, Battelle Institute, Columbus, O., talking on "Significant Advances in Graphic Arts Research" and R. M. Smith, Eastman Kodak Co., San Francisco, on "Color Scanning and Photomechanical Separation."

At luncheon, Chairman Lee Augustine, Printing Machinery Corp., Cincinnati, will present a "Keynote Talk." Dr. Frank Baxter, University of Southern California, will speak on "Our Heritage as Craftsmen."

Afternoon clinics, both at 2:30, are "Presswork and Die Cutting" and "Typography and Copy Preparation."



Among appointed IAPHC officers are Howard N. Keefe (left), Cincinnati, publications chairman, and H. A. Ellam, Toronto, Ontario, Canada, who has been serving as membership chairman

At the presswork clinic, with Albert L. Kolb, Buffalo, International third vice-president, as chairman, three speakers are scheduled:

Karl Hoffman, Printing Developments, Inc., San Francisco, on "Problems in Lithographic Presswork."

Basil Parsons, Thomson-National Press Co., Franklin, Mass., on "Die Cutting and Embossing Today."

Alan Halliday, Craftsman Press, Kutztown, Pa., on "New Methods for Faster

Merle Armitage (right), art director of *Western Family* magazine, Los Angeles, will speak at the IAPHC convention on "Designing for Today." At left is Basil Parsons of the Thomson-National Press Co., Franklin, Mass., who will talk on "Die Cutting and Embossing Today." Parsons is past president, life member of Providence Club





ALBERT T. KOLB
Third Vice-President



MARK H. CARTHERS
Treasurer



THOMAS P. MAHONEY
Immediate Past President

in Los Angeles on August 12-15 for 37th Convention



John K. Standish (left), Salem, Ore., has been acting as IAPHC public relations chairman for past year. Kenneth Burchard (right), Pittsburgh, has been the association's technical chairman



Getaways on Letterpress Equipment

Chairman of the typography clinic will be Howard N. King, Maple Press, York, Pa. Speakers and subjects are:

"Advances in Typographic Practices" by Paul Bennett, Mergenthaler Linotype Co., Brooklyn.

"Preparation of Typographic Copy for Lithographic and Photographic Reproduction" by Ernest Schroder, McLean Bros., Ltd., Montreal, Canada.

"Building Better Craftsmen in the

Tony Whan (left), vice-president of National Sales Executives, Inc., Los Angeles, will be one of chief speakers at Craftsmen's convention. Dr. Frank C. Baxter (right), West Coast's most widely known amateur printer and press builder, professor of English at USC, will address Monday luncheon of Craftsmen's convention Aug. 12-15



Composing Room" by Richard J. Hoffman, City College Press, Los Angeles.

Monday evening is open for tours.

After a 9 A.M. business session, two morning clinics will be held Tuesday.

International Past-President Thomas P. Mahoney, Chicago, will lead the first on "Design and Planning." Merle Armitage, *Western Family* magazine, Los Angeles, will talk on "Design for Today." A speaker for "Production Planning Is a Must Today" had not yet been announced.

Chairman for the "Working With People" clinic will be Mark H. Carothers, Dallas, International treasurer. Speakers will be William Gutwein, Louisville, "Getting the Most Out of Skilled Men" and Peter J. Bernard, Wolf Book Manufacturing Co., New York City, on "Safety—Its New Significance to the Graphic Arts."

The Printing Week luncheon is scheduled for 12:30 P.M. Tuesday, with Robert Edgar, Pittsburgh, chairman of the Printing Week committee, presiding. Talks will include "Our Progress Report and a Look to the Future" by Floyd C. Larson, Chicago, former chairman of International Printing Week, and "Making Industry Promotion Opportunities at the Local Level" by William Hendricks, Warner Bros. Studio.

From 3 to 11 P.M. will be a Disneyland tour with the annual caucus after.

The final day of the convention will begin at 9 A.M. with a business session.

Clinics scheduled for 10:30 A.M. are "Bookmaking and Binding" with George Wise, Cleveland, International first vice-president, as chairman, and "Craft Components" with Gordon T. Matson, International 12th District Representative, in the chair.

At the binding clinic will be heard Ernest Desroches, L. W. Singer Co., Syra-

cuse, N.Y., on "The Making of a Book" and Earle Gray of Earle Gray Bindery, Los Angeles, on "Plan the Job from the Bindery End."

Talks at the crafts clinic are "Handling Paper in Your Plant," Robert F. Reed, Lithographic Technical Foundation, Chicago; "Inks of Today and Tomorrow," Dr. Maurice Adler, California Ink Co., Berkeley, and "Quality Control in Paper and Plant," speaker not known at press time.

Delegates attending the 12:30 P.M. luncheon will hear "Club Operations" by Chairman Ferd Voiland, Topeka, International second vice-president. Tony Whan, of Pacific Outdoor Advertising, will deliver a speech on "Making Your Organization Tick."

All the speakers will tie the program together in a round-table program, "Post Clinic Consultations," at 2:30.

Cocktails will be at 6 with installation of officers at the banquet at 7 P.M.

PEARL E. OLDT
Executive Secretary



International Had Modest Start, Now—15,000 Members, 104 Clubs

• Philadelphia in 1919 saw the 21 founding fathers bring forth an organization which today is in the forefront of the graphic arts

By Perry R. Long

First President of the International
Association of Printing House Craftsmen

★ With a membership of about 15,000 in its 104 clubs in the United States and Canada and members in foreign countries, the International Association of Printing House Craftsmen has grown into a giant from its modest beginning in 1919, and is now recognized as the outstanding printing educational organization in the graphic arts.

How did it all begin?

In London, England, in 1893, a group of executives in printing plants, feeling the need of a closer relationship with each other for mutual help and the exchange of ideas and experiences, met and organized under the name of "The Printers', Managers' and Overseers' Association."

Their organization grew and prospered with branches established in all the principal cities of England.

Printing plant executives in New York City observed the success of the English association and decided to establish a similar organization. Invitations to an organizing meeting were sent out to potential members over the signatures of John C. Morrison, Floyd E. Wilder, Fred Zimmerman and L. H. Potter.

The meeting was held at the Broadway Central Hotel on Sept. 2, 1909. At this meeting, the idea of forming a permanent organization was considered favorably.

At a subsequent meeting Oct. 19, 1909, a permanent organization with 94 charter members was established under the name, "Club of Printing House Craftsmen of New York."

The following officers were elected and served the first year: John C. Morrison, president; Floyd E. Wilder, vice-president; W. L. Aydelotte, secretary, and Walter S. Carroll, treasurer.

The organization chose for its emblem the printer's mark of Fust and Schoeffer, who took over Gutenberg's plant when his business failed. The first appearance of the emblem, later to be adopted by the International Association, was on the menu of a dinner meeting of the New York Club held Nov. 18, 1909. Thad S. Walling selected the emblem because of its historical significance. It was thought to be the first mark ever used by a printer and first appeared in the *Psalter* printed by Fust and Schoeffer in 1457.

Charles Heale, a member of the New York Club, gave the new organization the motto, "Share your knowledge."

The good work of the New York Club attracted the attention of printing plant executives in other cities with the result that clubs of printing house craftsmen were organized as follows: Philadelphia, 1910; Chicago, 1911; Boston, 1912; Connecticut Valley (Springfield, Mass.), 1913; Baltimore, 1914; Cincinnati, 1916, and Washington, 1919.

Service Committee Appointed

In 1918, Ray Miller, president of the Philadelphia Club of Printing House Craftsmen, appointed a service committee headed by Perry R. Long. This committee did splendid work in securing and disseminating technical information to club members together with directing educational activities at the club meetings. It became obvious that if the other clubs would do similar work and exchange



From the infancy of the Craftsmen's movement, Perry Long has been active in guiding its activities. He headed the initial service committee, was first president of the group; is an active leader

their printed matter, all the members of their respective organizations would gain valuable technical information.

The thought of the clubs exchanging technical knowledge with each other led to the further thought of combining the existing clubs into an organization.

An invitation was sent by the Philadelphia Club to all the clubs to send delegates to an organizing convention to be held in Philadelphia on Sept. 13-14, 1919. The invitation bore the signatures of Oscar Hale, president; Norman E. Hopkins, secretary, and Perry R. Long, chairman of the service committee of the Philadelphia Club.

The invitations were accepted by all the clubs which sent the following delegates to represent them:

New York City: James J. Hatton* and Charles E. G. Aff.*

Philadelphia: Harry M. Blaetz,* Norman E. Hopkins, Ray Miller, Kurt Volk, and Perry R. Long.

Six Delegates to the Founding Convention of International in 1919 Still Living



J. Van Overstraeten



Kurt H. Volk



Roy Miller



Norman E. Hopkins



Harry L. Brigham

Chicago: Wm. R. Goodheart.*
Boston: Michael W. O'Connell* and Harry L. Brigham.

Connecticut Valley: J. Van Overstraeten and Charles B. Porter.*

Baltimore: George W. Clifton,* Alfred T. Breitengross,* Wm. H. Bonce,* Frank N. Misel,* and Louis M. Augustine.*

Cincinnati: John Kyle.*

Washington: John J. Deviny,* L. W. Thomas,* and Chas. F. Clarkson.*

After much discussion about the advantages to be gained by forming an International organization, favorable action was taken and the International Association of Printing House Craftsmen was formally organized.

The preamble, as written in the original constitution, read as follows:

"With a view to developing a cooperative spirit, friendship and mutual assistance among the Clubs of Printing House Craftsmen, and for the purpose of improving the industry and exchanging information and assisting each other, the authorized delegates of the Clubs of Printing House Craftsmen do hereby organize themselves into an International Association."

The following International officers were elected: Perry R. Long, Philadelphia, president; John Kyle, Cincinnati, first vice-president; Wm. R. Goodheart, Chicago, second vice-president; Louis M. Augustine, Baltimore, secretary, and John J. Deviny, Washington, treasurer.

Spirit of Preamble Carried Out

The spirit expressed in that original preamble has been carried out in full measure through the intervening years.

The combined optimism of the 21 Founding Fathers, who met in Philadelphia in 1919 and organized the International Association of Printing House Craftsmen, was not equal to the tremendous growth and many activities that have taken place in the 37 years of existence.

The first formal convention of the International Association was held in Washington, D.C., in 1920. The following year the annual convention was held in Chicago in connection with the first Graphic Arts Educational Exposition.

The Chicago Club made history in conducting the first nonprofit exposition of printing equipment and machinery, all of which operated during the show, providing great educational values. This highly successful educational graphic arts exposition was the forerunner of later ones.

Annual conventions have been held every year since the organization of the International Association. While the duly elected delegates handle the official business and elect the officers, the sessions are open to all members of all the local clubs.

The business of the conventions is handled almost exclusively by committees.

*Deceased.

Some of the recent conventions have had over 1,000 in attendance. The talks at the conventions by outstanding speakers in the industry together with the educational talks and clinics furnish a storehouse of knowledge for those attending.

The official monthly publication, *Share Your Knowledge Review*, carries an increasing number of technical articles of great value to the membership. If our organization were judged by the quality of our membership, we would receive a very high rating.

Most of the executives in the plants of the various branches of the graphic arts are members.

1957 Printing Week Plans Thriving Under Robert M. Edgar, Chairman

★ The International Printing Week committee reports that Printing Week activities for 1957 continue at a high level, and that most of the celebrations during the week of Jan. 13-19, will surpass previous years' programs.

More than half of the cities which held Printing Week programs last year have already enlarged the scope of their celebrations for the 1957 observance.

The International Association of Printing House Craftsmen, through its Printing Week Committee, continues to sponsor the industry-wide program which has made tremendous strides in promoting Printing Week in recent years.

Additional cities have been added to the group that have set up permanent Printing Week committees. A representative from each of the allied branches of the graphic arts industry on a committee that will plan throughout the year tends to create the kind of interest that does a real job of promoting our great industry.

The *International Printing Week Bulletin*, published on a monthly schedule, is now being sent to over 1,100 active Printing Week workers, and is edited by the chairman. The *Bulletin* is mailed free upon request to the International chairman.

The Martin J. Weber Studios of New York will produce the 1957 Printing Week objective posters, and supplies of this poster, along with the winning poster of the Printing Week poster contest will be distributed in early October. The posters, as well as the 1957 Printing Week stamps will be available free from the International Printing Week Committee.

A large amount of promotional material, used in the 1956 program, is being gathered for the 1957 Printing Week kit,

With few exceptions, the editors of the printing trade journals and the authors of books about the graphic arts, as well as the principals and instructors in the printing trade schools are all members of our organization.

It would be hard to estimate the future potential value of our association to the printing industry, but judging by what has been accomplished in our 37 years of existence, we can be confident that in the years to come the International Association of Printing House Craftsmen will go forward and play an important part in the future development of the printing industry in this country.



Robert M. Edgar

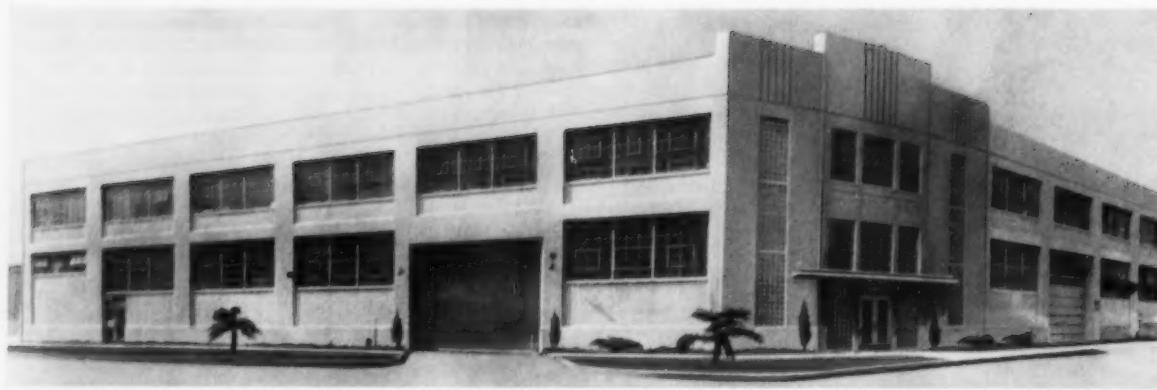
and will be mailed to all Printing Week chairmen sometime in October. A total of 200 kits will be used in the 1957 Printing Week program.

The selection of a Printing Week Queen is scheduled to take place at the International convention in Los Angeles. "Miss Printing Week" will be announced early in September, and photos of the queen will be furnished club editors and publishers for use in promoting Printing Week celebrations.

Logotypes of the winning stamp design will again be offered through the courtesy of the American Type Founders Company, and they should be ready in plenty of time for the 1957 program.

The International Printing Week committee will continue to provide material and assistance upon requests to clubs or groups in many ways. The speakers' bureau has already scheduled speakers for some of the Craftsmen's clubs. Printing Week committee chairmen have been advised to act immediately to avoid disappointment. The committee has representatives located throughout the country to assist local groups and printers in promoting Printing Week.

The names and addresses of the committee members are: Robert M. Edgar, chairman, 244 Boulevard of Allies, Pittsburgh 22, Pa.; Edwin J. Finlayson, 808 Union St., Utica, N.Y.; W. A. Plummer, 169 Huron Ave., Ottawa, Canada; Byron W. Faust, 520 S. Michigan Ave., South Bend 1, Ind.; Earl S. Ellis, 1616 W. Pierce St., Milwaukee 46, Wis.; M. J. "Jim" Duffy, 818 Carondelet St., New Orleans 12, La.; Michael Imperial, 416 N. Fourth St., St. Louis 1, Mo.; James Robinson, 423 N. Main Ave., San Antonio 5, Tex.; Ronald B. Renny, 2030 Westlake Ave., Seattle 1, Wash.; Sanford F. Schoenfeld, 534 Battery St., San Francisco 26, Calif.; William Brock, 11839 Addison St., North Hollywood, Calif., and Anthony Meyers, 500 Robert St., St. Paul, Minn.; Raymond Langlois, 71 Jones Rd., Hamden, Conn.



Two publications print nearly 3 million copies a week in the Pacific Neo Gravure Division of Cuneo Press; division was moved to Los Angeles three years ago

Los Angeles Printing Industry Ranks Fourth in U. S.

City entertaining Craftsmen's 37th annual convention has over 2,000 printing plants, sixth most important industry with gross product value of \$195 million

★ Los Angeles is a city with a long and colorful history dating back to 1781 and developed under four separate national governments, Spain, Mexico, California Republic, and the United States. It is a city with an abundance of tradition and lore. Although an old city, for a long time it was content to be more comfortable than industrious, and has, therefore, only in recent years become one of the leading industrial communities.

Cities can get along, to a degree, without big industries but there must always be printing, and a community's health and growth is paralleled by its printing facilities. So, although Los Angeles is considered relatively young industrially, its graphic arts industry is old, seasoned, and has well established roots.

Records of the early days of small towns are customarily hard to unearth and information of the first printing ventures in Los Angeles are very obscure and indefinite. Although it is certain there were printers and printing during the city's first 90 years while it was growing from

By L. D. Magor

Vice-President and Sales Manager
Jeffries Banknote Co., Los Angeles

a population of 44 to 6,000, it was in the last 30 years of the 19th century that the predecessors of some of our present printing concerns began to appear on the scene.

Craftsmen from all parts of North America at their International meetings in Los Angeles will be mingling with many second and third generation printers whose ancestors founded businesses during the early periods.

During March, 1871, the *Evening Express* was founded, and two years later saw the *Herald* come into being. These two historic newspapers, now combined and published under the masthead of the *Los Angeles Herald Express*, an evening paper and one of the leaders in West Coast journalism.

During the same period, the forefather of the *Los Angeles Times* was also born on Feb. 1, 1873, as the *Weekly Mirror*. It is interesting to recall that the *Times*, one of Americas great dailies which commenced publication in December, 1881, had as an antecedent a weekly handout primarily intended as an advertisement for a job printing shop—the Times-Mirrort Printing and Binding House.

While the newspaper was developing into national prominence and the world's leader in classified advertising, the job shop also made strides. Probably the most interesting division today is the separate plant exclusively devoted to the printing of telephone books. Here everything is done in a big way. The plant prints 47

different directories totaling in excess of five million copies. In order to accomplish this, the company operates press capacity of 704 pages running simultaneously, and can produce over seven million pages per hour. At the peak of the binding operation, more than 10 million pages are handled each hour. Annually, more than 12,000 tons of paper are consumed in this operation alone.

Harrison Chandler, vice-president of the Times-Mirror Co. and in direct charge of Times Mirror Press, reports that the outlook for the next 10 years may call for doubled capacity.



Sid James (left), Kellaway-Ide Co., is president of Printing Industries Association of Los Angeles. Allerton H. Jeffries (right), president of Jeffries Banknote Co., was 1950 PIA national president

The next addition to the graphic arts fraternity was George Rice & Sons. The company was founded in 1879 by a school teacher fresh from Ohio, the first George Rice and the beginning of a continuous line of Georges to George Rice III, now senior partner of the firm, which still maintains a local tradition for fine letter-press color work. The city's first process color job was produced in 1897 by Rice.

The seventh edition of the Los Angeles City Directory, printed in 1881, listed R. Y. McBride, Printer. The McBride Printing Company's inception undoubtedly an-



Jeffries Banknote Co. was one of early converts to offset lithography; in 1927 it became first, fully equipped banknote firm west of Chicago qualified to prepare exchange listing securities



George Rice and Sons was founded in 1879 by school teacher from Ohio. The third generation is now running the plant. The first process color job in Los Angeles was done by Rice as far back as 1897.



Harrison Chandler (left) is vice-president of the Times-Mirror Co., in direct charge of Times-Mirror Press. George Rice III (right) is now senior partner of George Rice & Sons, founded in 1879.



Robert R. Webb (left) is executive vice-president and general manager of Charles R. Hadley Co. James Lansill (right) is vice-president and general manager of Pacific Press with 665 employees.



tedates this listing, and is one of the oldest still doing business in the city. It is still going strong in a modest shop with 20 employees under the direction of Harvey C. Lumbard who has been in charge for over 40 years.

Another of today's group of Los Angeles pioneer printing plants to appear upon the scene during this era was the predecessor of the Jeffries Banknote Co. In April, 1894, William P. Jeffries with \$300 capital joined in a venture which has continued to carry on successfully under his and his sons' management into its 63rd year. Always maintaining a policy of quality production, this company posted many firsts for Los Angeles in the steel and copper plate engraving progress. Growing steadily in all commercial and financial printing facilities, Jeffries was among the early converts to offset lithography and in 1927 became the first and only fully equipped banknote firm west of Chicago qualified to prepare securities for listing on the New York and other U.S. stock exchanges.

Jeffries also produces a great deal of general commercial and advertising printing and is high on the list of award winners in annual competitions throughout the country.

Allerton H. Jeffries, president of the company and eldest son of the founder, believes firmly in the value of supporting industry activities. He served three years as president of the Printing Industries Association of Los Angeles and was Printing Industry of America's national president in 1950.

It was also in 1894 that the first full-fledged photoengraving plant was established as a department of a former printing and paper converting firm, Neuner Corporation. After the company discontinued business, the photoengraving fa-



The Times-Mirror Press prints 47 different telephone directories; plant is devoted exclusively to this work. Press capacity is 704 pages running simultaneously or 7 million pages per hour.

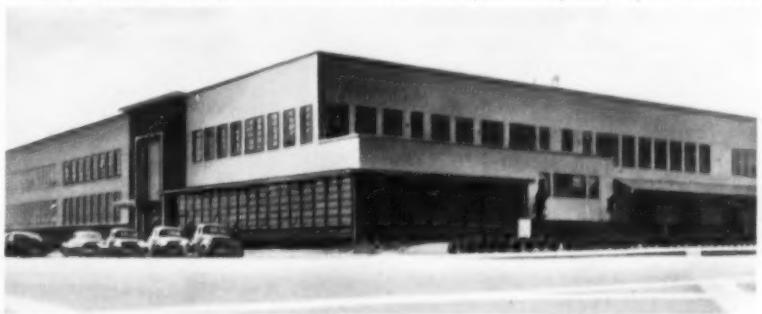
cilities were taken over and reorganized as Mitchell & Herb which is still operating under this name.

Two years before the close of this eventful 30-year pioneer period, the firm now known as Parker & Son was formed. In 1898, Robert Parker opened shop as a law printer, and second and third generation "Bob" Parkers are presently operating this business. Like the other old line houses which have flourished through the years, Parker had a healthy growth and has expanded beyond the original specialty. It now operates a sizeable advertising printing department and a trade typesetting service. Nevertheless, the Parkers are still preëminent as the law printers of Los Angeles. Robert Parker, son of the founder, is now president.

Today, the Los Angeles metropolitan area is accepted as the third largest in the

(Concluded on next page)

Pacific Press started in 1922 with 25 employees, was reorganized in 1944 for principal purpose of producing western editions of *Time* and *Life* magazines. The company now has grown to the size where it employs from 665 to 900 persons. With this increase already, it can expect to expand even more.





Schaefer-Shepherd, Inc. is largest letterpress engraving plant west of Chicago. Los Angeles plant supplies local industry and also printers, advertising agencies and publishers in Middle West and East

nation and its printing industry is in stride with a rating of fourth.

The area presently has more than 2,000 graphic arts establishments. Henry Henneberg, general manager of the Printing Industries Association, Inc., reports over 500 are members of the trade association. Approximately 23,000 persons earn a living through the graphic arts in Los Angeles, and the \$65-million annual payroll is an important factor in the Los Angeles economy.

Printing is the city's sixth most important industry with a gross product value of \$195-million.

An early example of specialization in printing was the Chas. R. Hadley Co., organized in 1906. As early as 1926, Hadley was selling a specialty line of accounting forms and binders throughout the U.S. Although many of their forms and systems were designed for small business and independent accountants, the management was alert to every new advance of the mushrooming machine accounting trend. A result of one of these relationships was the recent acquisition of all the outstanding stock of Hadley Co. by Burroughs Corp. to accomplish further integration of that international operation in the machine accounting field. Robert R. Webb, executive vice-president and general manager, has been with the company since it opened for business.

Of national importance also is Pacific Press, Inc., a firm with roots in Los Angeles soil as far back as 1922 when the company started with 25 employees. It was reorganized in 1944 for the principal purpose of producing the western requirements of *Time* and *Life* magazines. Under the direction of James Lansill as general manager, Pacific Press with a regular staff of 665 (over 900 at peak periods) also

produces many other periodicals as well as a considerable volume of advertising printing. John D. Taylor, who for 25 years directed the color printing operation of J. W. Clement Co., is president.

Another old established plant, Western Lithograph Co., attracted Brown & Bigelow to the Pacific Coast printing picture through the stock purchase avenue. Western has for many years been a factor in the West Coast label business, operating a battery of multicolor offset presses.

Three years ago, Cuneo Press, which had been operating a newspaper supplement plant for 10 years in San Francisco, moved its Pacific Neo Gravure Division to Los Angeles. Two publications alone account for production of three million

Graphic arts leaders attending the Printing Industries Association award banquet in Los Angeles, were (left to right) Russell Nagle, vice-president, Foote, Cone and Belding, who spoke on the growth potential of southern California; O. T. Hamilton, Jr., chairman of the Master Printers Section; Sid James, president of Printing Industries Association, and Henry Henneberg, PIA general manager



copies a week; annual paper consumption runs in excess of 25 million pounds.

Suppliers to the graphic arts industry have contributed greatly during its years of growth. Paper mills have quadrupled representation in the last five years. Suppliers of technical materials to the rapidly growing lithographing business expanded equally fast.

Los Angeles has the largest letterpress photoengraving plant west of Chicago, Schaefer-Shepherd, Inc., which supplies not only the local industry but also printers, ad agencies and publishers in the East and Middle West as well. The company was originally formed in 1905 and operated many years as Bryan & Brandenberg.

The better known manifolding printers are also represented in Los Angeles. The first to appear was Pacific Coast Sales Book Company, organized in 1912. It has grown from 18 employees in 1912 to 460 now, and is operated as a division of the nationwide Moore Business Forms Co.

Craftsmen who visit Los Angeles will find a city with a well-balanced graphic arts industry and one which has kept itself up to date as it came along. Sales volume figures have consistently shown a strong, steady advance and management generally is most optimistic of the future.

Was It Printed in California?

A resolution to support "Made in California Week" was unanimously approved by seven major graphic arts trade associations and unions representing 22,000 persons. The resolution points out the inroads out-of-state printers, mainly from the South, have made into the yearbook publishing field in California, and emphasizes the advantages in all phases of the standard of living if these books were printed at home. Government, business and civic leaders will receive copies.

Craftsmen's Club in Los Angeles Was Second Formed on West Coast

By Gordon Holmquist, Los Angeles

★ It was 34 years ago, in March, 1922, that a small group of men gathered one evening in old Blanchard Hall in Los Angeles to hear Joseph Phyllis of San Francisco tell the story of the Craftsmen's clubs that had been formed in the East and how such a similar organization could contribute to the education and growth of Craftsmen in Los Angeles.

Phyllis as an official organizer for the International had already established a similar club in San Francisco and this club under the leadership of Hartley Jackson was already on its way to becoming what it is today, one of the really great Craftsmen's clubs in America. Phyllis' enthusiasm for the potentials of a Los Angeles Club and the strong backing given him by Harry Spencer Stuff of Los Angeles, persuaded those present that immediate action should be taken to follow the example of the Craftsmen in San Francisco. Within two months a club was formed with 18 charter members and Fred Hantke became its first president.

Of the original charter members four are still living and are active members of the club: Melvin S. Wood, Ralph L. Gartner, William E. West, and Lee Farmer.

The first year of activity was highly successful, climaxed by the granting of the club charter by the International in October, and the growth and usefulness of the Craftsmen's movement in Los Angeles has been a silent benediction of the ideals upon which it was founded.

Because the basic objective of Craftsmanship has always been education, the Los Angeles Club has always placed principal emphasis on the problem of providing the finest possible programs on technical subjects related to graphic arts.

This was an area that had no large plants and a relatively small volume of printing to produce, with a membership almost completely divorced geographically from the really big and progressive graphic arts centers in the United States. It became a constant problem to keep such a membership abreast of advancements in techniques, equipment, and methods that were making a mass market for printing and lithography in the East and the Middle West.

Los Angeles has seen a rapid expansion of printing production in the last ten years. It is a real tribute to the job done by the Los Angeles Club that so many of the key men in the industry today, and many of the plant owners in the area today, first received a broadened glimpse of the graphic arts and its possibilities from their association in the educational meetings

and round-table discussions of the Craftsmen's Club.

The same rapid expansion that characterized the industry in Los Angeles created a demand for a rapidly expanding formal educational and vocational program. The Craftsmen of Los Angeles have contributed yeoman service in this field. Apprentice instruction and guidance has been a matter of mandatory importance, and the support of Los Angeles' nationally famous Frank Wiggins trade school (now Los Angeles Trade-Technical Junior College) and the annual staging of an "Apprentice Night" for the boys of this school and the printing students of the 37 senior high schools, have been projects of which any group could be proud. From the ranks of the Craftsmen's Club have come a majority of the faculty for these schools in the last 25 years. (See page 94.)

The Los Angeles Club early recognized the importance of supporting the acquisition of a comprehensive library on the history, methods, techniques, and processes that make up the graphic arts. From the earliest days of the club, a library was maintained, but this was abandoned many years ago in favor of a collection in the Los Angeles Public Library.

This plan of making the library available to all has resulted in support from other graphic arts groups in Los Angeles, and today the Printing Industries Association,

Next Month . . .

Small printing plants interested in methods of financing, obtaining loans, and financial analysis, etc. will be interested in two case studies scheduled for the August issue. Another work simplification story by Lillian Stemp, a new plant story on a recently-built printing establishment in Michigan, a continuation of the series on silk screen printing by Victor Strauss and the series on "Modern Type Display" by J. L. Frazier, and the first of three articles on how to plan a new building for your printing plant by Paul Oeken will be just a few of the many features on how-to-do-it, how-to-get-better-production, how-to-make-more-money coming up for August.

Look for the Offset department, too, with Part II of Fred French's article on how letterpress printers can benefit with offset equipment. Many other informative, entertaining departments, too. You'll want to read Composing Room, Pressroom, Salesmen's Clinic, Books for the Printer, Specimen Review, and the Month's News.



William H. Silverman of the Loewen Press was president of the Los Angeles Club during past year. Richard Hoffman has stepped up to post

citation, the Photo Engravers Association, and others contribute regularly to the collection, to the end that the acquisition of thousands of dollars worth of fine out-of-print and rare books has been made possible. They have been assembled and housed in the Graphic Arts Collection in the Public Library.

The celebration of Printing Week in Los Angeles has long been an active project of the club. The first two years of this activity were carried on entirely by Craftsmen. Subsequent growth of the Printing Week celebration and newly found support from the Printing Industries Association, the Photo Engravers Association, Women's Graphic Arts Club, Supplymen's Guild, Trade Compositors, and Silk Screen Association has made this activity one of the most adequately manned and observed in the country.

The Printing Week activity has served to bring the industry in Los Angeles together in a common project in such a way that it has made possible the Printing Week Council of Greater Los Angeles, a nonprofit corporation devoted to the promotion of Printing Week, and actively supported by every major graphic arts association in the area. International Past-President Gordon Holmquist has been president of the council since its inception, and International Past-President Perry Long has served as vice-president.

With the great dependency that has existed for years in southern California for the ideas and methods of Brother Craftsmen in the East and Middle West, the Los Angeles Club has always been "International Minded," and as its members have matured they have tried to contribute to Craftsmanship everywhere to the best of their ability. It is indicative of the keen interest in Craftsmanship at the International level that they have invited the International to Los Angeles for its 37th annual convention.



A. R. Tommasini (left), Berkeley, Calif., current president of the International Association of Printing House Craftsmen, and Gordon Holmquist (right), Los Angeles, International president in 1952-53, congratulated Haywood Hunt of San Francisco when he won *The Inland Printer* plaque as the Outstanding International Craftsman of 1955. Mr. Hunt was first Pacific Society president in 1926

West Coast Clubs Combined To Form Pacific Society in 1926

By Gordon Holmquist

★ No story about Craftsmanship on the Pacific coast and in Los Angeles would be adequate or complete without a careful study of the Pacific Society of Printing House Craftsmen, and what it has done for the "Share Your Knowledge" movement in the graphic arts industry.

As is true in most organizations, the Pacific Society came into being as a crystallization of interests in the minds of a handful of men, whose vision and leadership pointed to the need, and whose dedicated energy built the Society.

Just what was the situation then, that gave impetus to the society's organization?

No Close Ties Existed Then

The San Francisco Club had been organized in 1921, the Los Angeles Club in 1922, and the Portland and Seattle Clubs shortly thereafter, but there were no established ties among them. Each of these four pioneer West Coast clubs was operating in its own particular geographical area, each of them was approximately 2,000 miles from the frontiers of Craftsmanship in the Middle West and yet relatively close to each other, as they lay sprawled on the shores of the Pacific.

What could have been more practical then, than for some farsighted members of the Los Angeles and San Francisco Clubs to conceive the idea of bringing together into a common bond the existing clubs. This for the purpose of assisting each other, to exchange speakers, to cooperate in the organization of other clubs in the Pacific area, and above all to provide an annual conference to supplement

Gordon Holmquist is one of six West Coast Craftsmen who became president of International. He was head officer in 1952-53 and has been active in Los Angeles, Pacific Society for years

at the sectional level the International convention, which in those days of time-consuming train travel could be attended by very few from the Pacific area.

It was in April, 1926, that a small group of men from San Francisco and Los Angeles gathered in Los Angeles to conduct preliminary discussions on the formation of the society that was so greatly to strengthen the Craftsmen's movement in the Far West. Before their deliberations were concluded, the Pacific Society was on its way. At the next formal organization meeting in San Francisco just three months later, July 9, 1926, tentative constitution and by-laws were read and adopted by representatives of the four Pacific Coast clubs, officers were nominated and elected, and a city selected for the conference for the following year.

Haywood Hunt First President

The first officers of the society were Haywood H. Hunt of San Francisco, president; Frank McCaffrey of Seattle, vice-president; Frank H. Rodell of Los Angeles, secretary, and Arthur C. Kurtz of Portland, treasurer.

The impact of this new idea was really great. By the time Haywood Hunt after a two-year term as president was ready to turn over the leadership to Raiff Miller,

the society had grown until it had nine member clubs, with the addition of Fresno, Sacramento, Salt River Valley (Phoenix, Ariz.), San Diego, and Tacoma.

Over the years the club population of the Pacific slope has fluctuated, and the activities of organized Craftsmanship have even dropped out of existence in some cities, but only temporarily. The sense of responsibility for the welfare of Craftsmanship that inspired the original organizers of the society, still is the driving force that makes it the most important influence for Craftsmanship in the West, the builder of interest and participation, whenever a community or club lags.

Conference Major Activity

To the western Craftsmen though, the biggest single contribution the society makes is the annual conference. Two thousand miles from the densely populated areas of the United States, every year since 1926 (with the exception of two war years) a two- or three-day conference has been held, with a program of educational features and entertainment equivalent to a pocket-size International convention. This conference has made it possible for thousands of members to participate in top-flight educational sessions that they could not have in any other way. The deterrent of time, distance, and heavy costs of travel have and probably always will make western participation in International conventions quite limited except when they are staged in the West, as they were in 1930 in Los Angeles, 1940 and 1949 in San Francisco, and this year in Los Angeles.

The spacing of these International conventions held in the West at intervals of approximately ten years adequately illustrates the problem. Only once in ten years can the average Craftsman on the coast attend an International convention. The Pacific Society and its annual convention-

Frank McCaffrey, Seattle, has been head of Seattle Club, Pacific Society, International 1940-42





Perry Long of Los Angeles was one of founding fathers of the International Association of Printing House Craftsmen, was its first president from 1919 to 1921. He has long been active in Los Angeles Club and Pacific Society activities

level conference has been a successful and rewarding, if not a completely adequate solution to this problem.

The Pacific Society is completely autonomous and draws no financial support in any way from the International. Any club chartered by the International is eligible for membership but is not required to be a member, yet no club is eligible for membership in the society unless it is a member of the International in good standing.

This membership and activity in the society by the individual club thus doubly assures the cooperation of the West Coast clubs with the International, amplifies the strength of the three International districts that comprise the society and adds

immeasurably to the effectiveness and stature of the International District Representatives in their respective districts.

The Pacific Society has served the International well as a "farm club" for International leadership, for all of the International presidents that have come from the western slopes have been active leaders in the society. Their capacity for leadership and their administrative skills had been well scrutinized by all the members of the society before any one club or district had felt itself justified in presenting any of their names for International consideration. This "proving grounds" for leadership has been functioning for 30 years, and continues to do so for the benefit of Craftsmanship everywhere.

Society Has 30-Year Record

It is quite significant that this 30-year demonstration of self-sufficiency and productiveness entirely within the structure of the International, has finally been recognized for the great opportunities it makes available by other geographically related Districts within the International. Within the last two years other similar society groups have been formed and are working very successfully in further integrating the organizational structure of the International without additional administrative load to the already overburdened International family and the International national offices.

The clubs of the Pacific Coast can be proud of their 30 years of activity as a society that started so successfully under the leadership and guidance of one of America's most beloved, revered, and famous Craftsmen, Haywood H. Hunt, and have continued through the years to meet the challenge of the prodigious growth of the West and the almost phenomenal western expansion of the graphic arts industry that has attended it.

William H. Griffin, San Francisco, was International president in 1946-47, is now Pacific Coast Typesetting Assn. president. Thos. E. Cordis, San Francisco, was International president 1933-35



Pacific Society President, 1956 Convention Chairman



Reaugh Fisher of Los Angeles is general chairman of this year's convention of the International Association of Printing House Craftsmen

Reaugh Fisher is known throughout the country, but under another name—Ben Franklin. For several years he has portrayed Franklin on radio and TV during the annual celebration of Printing Week. A very appropriate part, for he claims to be a direct descendant of Benjamin Franklin.

More fame is his in serving as general chairman of the International Association of Printing House Craftsmen convention to be held in Los Angeles, Aug. 12-15. Now president of the Pacific Society of Printing House Craftsmen, he is a past president of the Los Angeles Club. He joined the Craftsmen's movement in 1937.

Mr. Fisher was born far from the Pacific slopes, in Roseville, Ill., on Aug. 14, 1895. He moved in 1910 to Los Angeles where he started his apprenticeship in the Los Angeles Printing Co.

World War I found him serving in the Navy. Following his tour of duty, he returned to Los Angeles to begin a newspaper job with the *Los Angeles Evening Express*. In 1921 he started to teach printing in the Los Angeles city schools.

Other Pacific Society officers are George Martin, first vice-president; Eugene Gallagher, second vice-president; Harry Sorley, third vice-president, and Isadore Margolin, secretary.

The Pacific Society will hold its annual conference on Friday evening, Aug. 10, and all day Saturday, Aug. 11, just preceding the opening of the International convention at the Biltmore Hotel in Los Angeles. Richard Hoffman, new L.A. president will preside at the Saturday morning session. Reaugh Fisher will preside in the afternoon.

A Tribute to Achievement

Let's again give credit where credit is due—to the District Representatives of the International Association of Printing House Craftsmen, who spend their own time and effort (and cash) in behalf of the various Craftsmen's Clubs, holding them together and organizing new groups, keeping clubs alive and alert. The work is plentiful; glory and acclaim little. To them Craftsmen everywhere should give thanks.

OLIVER F. JOHNSON (First District) was born in Hartford, graduated from Public High, and Trinity College in the class of 1935. He also studied at Wharton and University of Delaware and went through the Linotype company school in 1936. He worked three years in the Engineering Dept. of DuPont Company in Wilmington, worked with IBM equipment in the Navy for two years, and finally in 1945 returned to Hartford where he with his brother operates the Bond Press as vice-president and treasurer. Not all of his interests are connected with printing in spite of the fact he was interested in the Craftsman movement and attended conventions long before the Hartford Club received its charter. One of the charter officers, he served as president during 1952-3. He was general chairman of the First District Conference in Hartford in 1955. In 1938 he married Garnette Taylor and they now live in West Hartford with their three children. His deputy during the past year was Fred A. Woodward.

WILLIAM H. GRIER (Second District) learned the case in the composing room of the *Weekly Advance*, Kemptville, Ontario. For many years he worked in the former W. H. H. Chamberlin plant, Syracuse, where he became superintendent and production manager. Bill is a charter member of the Syracuse club. He was program chairman for three years, associate

editor of *Rough Proofs*, the club bulletin, and president through the 1953-54 year. During the next two years he was deputy representative for the Second District. He is president of the Second District Officers' Association. "The past year was a successful one for our district," said Bill, "and a great deal of credit should go to Louis A. Croplis of the New York club, who served as deputy representative."

BERNARD L. ROCHFORD (Third District) proclaimed outstanding craftsman of the year in his district, began his printing career as a composing room apprentice. Now he is plant production superintendent at Gazette Printing Co., Ltd. in Montreal. He has served as an officer of the Montreal club for eleven years in a row, and is a past president of that organization and of Montreal Typographical Union, Local 176, International Typographical Union. His services for the industry include membership on the Board of Examiners, Apprenticeship Commission of the Printing Trades of the City of Montreal. Apparently he finds some spare time somehow. For that he has a hobby. He's a stamp collector, alias philatelist. James E. Shaw of the Buffalo club was his deputy representative.

JAMES T. KEATING (Fourth District) became a craftsman at the start of his printing career. That was in 1947, when

he joined the sales staff of Bingham Brothers Co. in Baltimore. Two years of service in that capacity were enough to earn for him the title of assistant manager. Stepped up again, he has been manager since 1953. Jim was elected District Representative in May after rounding out his 1953-54-55 terms as deputy representative. New deputy is Joseph J. Green of Mack Printing Co., Easton, Pa.

CARL H. LARSEN (Fifth District) is completing his second year as District Representative. In 1925, he began eight years of service for Universal Engraving & Colorplate Co., Cleveland. Then came six years of advertising work for Osborn Mfg. and Warner & Swasey Co., and two years in Petrequin Paper sales promotion. He joined the Cleveland Club soon after becoming associated with Braden-Sutphin Ink Co. in January, 1946. When he was transferred to Indianapolis four years ago, he became an active member of the Indianapolis Club. His hobbies are tickling the piano ivories and following his golf tee-offs wherever they lead him. Carl's deputies include Marvin Lohr of Detroit, Loren Askins of Dayton, O., and William Joel of Pittsburgh.

EARL S. ELLIS (Sixth District), sales manager of Western States Envelope Co., Milwaukee, started there in 1932. Earl is a past president of the Milwaukee-Racine Club and its Past Presidents' Club, and president of the newly-formed Sixth District Society. He's a member of the Sales Executives Club. Father of four sons, he still participates in Boy Scout work as chairman of an Explorer unit. On the sports side, he's an ardent Milwaukee Braves baseball fan, captains Western States Envelope's bowling team, does spare time fishing, hunting, gardening, golfing. He's still playing basketball with his boys at the Elks Club and is looking forward to an eight-day canoe trip in Canada with his Explorer scouts this summer. Since there are only four clubs in the Sixth District, he has no deputies.



Oliver F. Johnson (1st)



William H. Grier (2nd)

Bernard L. Rochford (3rd)



James T. Keating (4th)

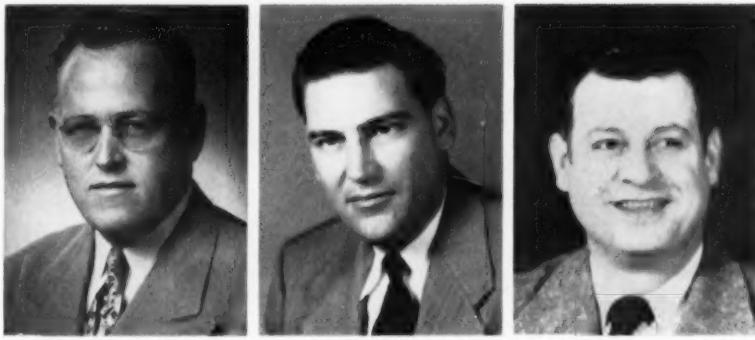


Carl H. Larsen (5th)



SAM H. FITZPATRICK (Seventh District) began his career as a human being (don't page Bridey Murphy) in Atlanta, Ga. When he had grown up to high school summer vacation age he worked in small printing shops. Then he was an apprentice in the Curtis Printing Co. pressroom. He moved to New Orleans in 1938 and became pressroom foreman for the Press of H. N. Cornay just prior to World War II. When he came back in 1945 he was appointed plant superintendent. Two years ago he joined Michle as sales and service representative. Sam signed the charter of the New Orleans club and was its tee-off president. He's also a member of Printing Industry of New Orleans, and was deputy representative last year. "Wonderful" is Sam's word for the job done by his deputy representative, C. R. Atwell, Atlanta branch manager, Sam'l Bingham's Son Manufacturing Co.

ANDRE P. HUGUES (Eighth District) was three years young when his parents shepherded him to Topeka from Marseille, France, his port of entry into this world. He launched his graphic arts career at the State Printing Plant. In 1929 he



Earl S. Ellis (6th)

Sam H. Fitzpatrick (7th)

Andre P. Hugues (8th)

HAROLD G. GALE (Ninth District) president and a charter member of the Fort Worth club, is serving in this district post for the second time. He was representative through the 1948-49 year. For three years he chaired the International Club Programs Committee. You get an idea of his share-your-knowledge activity from the fact that he has attended the last ten International conventions and has been on hand at every Ninth District Conference. Harold doesn't like to stay on the outside looking in. The pressroom was the

Western Engraving and Colorype Co. in Seattle—partner, vice-president and superintendent of production. He was the Seattle club's 1954-55 president and is a past president of Seattle Photoengravers Union. Harry classifies himself as an all around photoengraver. He ran small plants in Butte, Mont., and Casper, Wyo., before beginning a 15-year trek as Tacoma Engraving Co. foreman. He settled down with Western Engraving 21 years ago and rose to the partner bracket in 1941. He has no deputies.



Harold G. Gale (9th)



Harry W. Fogelberg (10th)



Karl E. Hoffman (11th)

bought Topeka Bindery Co., now known as Hugues Bros. Printing Co., and formed a partnership with his brother Raoul and W. W. Alexander. He joined the Army in 1942, served three years and came home with a master sergeant rank. Since 1950 he has been manager of the printing department of Harry Turner & Associates, Inc. André's career as a Craftsman runs back to 1938. He was Topeka Club vice-president in 1951 and top officer through the next two years. From 1953 to 1955, he served on the International Publishing Commission and as a director on the International Participating Membership Commission. He has attended all International and Eighth District get-togethers since 1951. His wife, Nelda, is president of the Craftettes. They have a married daughter and two grandsons. André's deputies were Harry Thompson of Denver, Herman Friebel of St. Louis and Rudy Tournquist of Des Moines. Harry has been nominated to be District Representative for the next year.

place where he began his printing career. He has made the most of this experience. He is general manager, Waples-Platter Co., Label Manufacturing Division, Fort Worth. His deputy this year was John Webb of Houston.

HARRY W. FOGELBERG (Tenth District) has a three-way connection with

GORDON T. MATSON (Twelfth District) is being sponsored by all eight Craftsmen clubs in the 12th district and past International presidents Perry Long, Gordon Holmquist and "Bud" Griffin for membership on the International Board of Governors. Mr. Matson is past president of the Los Angeles Club of Printing

(Turn to page 73)

Gordon T. Matson (12th)



J. Ernest Ducharme (14th)

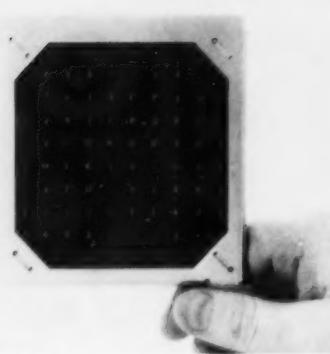


Thos. L. Cooper (Rep. at-Large)





Up to 18 font plates can be held in this turret (left). Each font plate can easily be removed in seconds.



Mergenthaler Announces Linofilm Nearly Ready for Field Testing

★ Initial Linofilm systems for field testing are nearing completion at the Mergenthaler Linotype Co., Brooklyn, N.Y., and will be released soon for trial operation under standard production conditions. Linofilm is the world's first complete and integrated system for handling all phases of phototypesetting from original copy to film ready for platemaking, the Mergenthaler company claims.

The Linofilm system provides a type range from 4 to 108 points in measures up to 96 picas, and a sustained speed which, although without any inherent limitation, is now 15 newspaper column lines per minute.

Stop-and-Go Motion Eliminated

Details of the Linofilm system were given by Louis Rossetto, Linotype Co.'s assistant vice-president for product development. He spoke at the combined mechanical conferences of the Southern and American Newspaper Publishers Associations at Dallas, Tex., June 6.

The Linofilm lens and optical assembly eliminate the stop-and-go motion inherent in some phototypesetting devices which photograph type characters on a line. Since both type characters and film had to be moved, this motion necessarily limited accuracy and speed. With Linofilm, both characters and the film stand still while an entire line is being photographed one character at a time. This absence of motion is said to assure exact reproduction of type without blurring or fuzziness at any speed.

The Linofilm system is made up of four parts: keyboard unit, photographic unit, corrector, and composer. (The keyboard and photographic units were first shown in April, 1954. See THE INLAND PRINTER for May, 1954, pages 40-41.)

The composer is an optical device of entirely new concept, Mr. Rossetto said.

It is a small unit with a working surface the size of a full newspaper page, and it uses type produced on paper or film by the Linofilm photographic unit.

By a dial control, the operator can enlarge or reduce type in a range of from 4 to 108 points, and also can place lines or blocks of type on sensitized film or paper exactly as specified by a layout up to 96 picas wide by any depth.

In the Linofilm system, composition starts at the keyboard unit which has an electric typewriter, a digital computer, and a tape perforator. The original copy is "translated" with all specifications and justification into punched tape. The typewriter also produces a typed page ready for immediate proofreading.

The punched tape is placed in the photographic unit. When started, the unit automatically follows the tape and produces type on film or paper ready for makeup or platemaking.

Louis Rossetto shows strip of Linofilm tape, film



Corrections or changes can be made in the tape before photography, and corrections in the film are easily made by the Linofilm corrector, which automatically cuts out a line or lines of type and then welds in new lines bearing correct type.

When type from the photographic unit is to be enlarged, reduced, or composed directly in place on film over a layout (which eliminates stripping), the composer unit is used.

Linofilm Keyboard Characteristics

The keyboard unit characteristics, Mergenthaler announced, are:

1. Speed is maximum electrical typewriter input.
2. Justification is automatic and space distribution is between words.
3. Means are available to letterspace as well as subtract from the basic white space around each letter.
4. Point size changes from 4½ to 18 points are available in 12 steps by push-button control.
5. Interline leading of zero to 18 points above body size is available by keyboard control.
6. Point size change is automatic.
7. Eighteen grids (fonts) are available, each with 88 characters.
8. Quadding and centering are both automatic.
9. Faces can be mixed freely at the same size in a line.
10. Line length indicator gives exact position in the line for tabular work and run-arounds.
11. An incorrect line can be erased by the operator.

Photographic Unit Features

The characteristics of the photographic unit are:

1. Typographic reproduction has a range of 4½ points to 18 points.
2. At present, photographic speed is claimed to be 15 newspaper lines per minute. However, because of its optical system, Linofilm has no inherent speed limitations to hamper it.
3. Line length is 30 picas.
4. It carries 18 grids (fonts), a total of 1,584 characters.
5. Any or all grids can be quickly changed.
6. Pi grids for special work can be provided easily.
7. Line spacing as punched into tape may be changed.
8. Handles original or corrected spliced tape.
9. The only attention required is to insert tape, maintain the film supply, and remove exposed film.

In the Linofilm system, various provisions have been made for correction. Sequentially, they are as follows: a keyboard error can be killed at the keyboard and this automatically kills the line on the

(Turn to page 89)

1956

Club Presidents

of the
International Association of
Printing House Craftsmen



★ The Inland Printer is pleased to present this thirteenth annual album of local club presidents. The portraits are arranged alphabetically by clubs. Two presidents and officer lists (Central Illinois, Calgary) were not received.

ALBANY DISTRICT



GERALD J. WOLFGANG, topmost executive of Albany Capital District club, earns his take-home pay for work at Hudson Valley Paper. Teamed with him on the veep side were William Sauer from New York State Labor Department and Harry Offright of Caslon Press, Delmar. Samuel Simmons, Regal Art Press, Troy, took minutes. John O'Hagan, Williams Press, was treasurer.

ALBUQUERQUE



GEORGE W. JACKSON of New Mexico Engraving Co. occupied the chief post in the Albuquerque club following Wayne C. Boring's reign. Assisting George in the vice-presidential office were Leon Ulrich, a reelected officer, who spends his duty hours with Jones Graphic Supply and Ernest De Volk, his second v.p. M. J. Cathey of Case-Thompson Printing Co. served as secretary-treasurer.

AUSTIN



VANCOURTRIGHT WALTON, craftsman serving University of Texas Press, was bellwether of the Austin club, which has only three officers. Horace Wallace, Jr., from Wallace Engraving Co., served in the vice-presidential position. Completing the club's trio of leaders was Rex Bodoin of Whitley Printing Co. He was the bracket man serving as secretary and treasurer.

BALTIMORE



BRUNO WOERNLE is serving for the first time as Baltimore club president. He's a Linotype Composition Co. man. Clarence L. Price of Publication Press stepped from second to first veep and Harry S. Scott of Harry S. Scott, Inc. is now in the second spot as Paper Supply's Jack T. Pluhar carries on as secretary. Albert A. Getz, continuing as treasurer, is associated with Schneidereith & Sons.

ADIRONDACK



CHARLES SNYDER, former first vice-president of the Adirondack club, follows Don Seelow as head official. Charles, his vice-presidents and secretary all come from the Amsterdam Printing & Litho plant. Vice-presidents are Carl Cramer and Edward Antis, Jr. Edward Yetchney is secretary. Al Zepieri, who adds up the cash and does the bookkeeping for the club serves Mohasco Industries.

AKRON



KENNETH M. HINEY, SR. guided the Akron club through its initial year. Ken's business connection is with the Ad-Print Co. His aides in nurturing the new club's growth were first vice-president Robert A. Hoffman from the Hoover Co. in North Canton; second vice-president George K. Strauss of Star Engraving Co., and Charles Daley of General Tire & Rubber Co., secretary and treasurer.

ANTHRACITE



KENNETH J. CRANE top-manned the progress of the young Anthracite club in Scranton, Pa., which is planning a permanent display of printing in a museum. Haddon Craftsman is Ken's daytime work place. Jack Thomas, Jack Thomas Printing, and C. R. Wolever, Eureka Specialty Printing, were vice-presidents; Robert Hendershot, Eureka, secretary; Forest Watkins, Scranton Times, treasurer.

ATLANTA



JOHN D. HUTCHESON, new chief of the Atlanta club, also serves John H. Harland Co., whose George W. Russell does vice-presidency tasks with Bryant Lithographing's L. P. Prince. Miller & Miller's James R. Burk counts the money coming in and going out, and Frank M. Child of Conger Printing is the recording secretary. Ad Design Studio's William Woollen is membership secretary.

BIRMINGHAM



ALLAN L. MORTON, JR. and the club he led while serving Birmingham Publishing Co. are newcomers in this gallery. Birmingham club, chartered in November, 1955, teed off from a 93-member base and interest continues at a high level. Fellow officers were vice-presidents Horace Bell, Roberts & Son; Robert Faerber, Alabama Engraving; secretary, DeWitt Cross, Birmingham Printing.

BOSTON



MORRIS GREENBAUM, new proxy following Francis J. Tominey, is an American Gummimg Co. partner. Albin R. Johnson, Jr., Tiles-ton & Hollingsworth, succeeded Morris as first vice-president. Edward J. Kelley, Jr., Daniels Printing Co., was advanced from secretary to second vice-president. Frank Holway of International Printing Ink was elected to double as club secretary and treasurer.



BUFFALO



WILLARD H. HERBOLD, headman of the Buffalo club list, serves Herbold Printing Co. Charles H. Freytag from Erie County Savings Bank and William Hodgson, Buffalo Printers Supply Co., handled vice-presidential duties while Lester J. Flammer of Bates-Jackson & Co. served as minutes man and Rodney H. Orcutt, who came to meetings from Koehler Electrotype's plant, reported on finances.

CAPE TOWN



JOHN JAMES TRAINI was the top-of-the-slate man for Cape Town club in faraway South Africa. Marianna Press, (Pty.) Ltd. is the place where John shares his knowledge on the job. Lindsay Barrett, vice-president, keeps his skills of work for National Display Service, (Pty.) Ltd. Secretary and treasurer Redvers V. Sweet does his know-how work in the plant of Spicers (South Africa) Ltd.

CEDAR RAPIDS



CARL B. PRABEL, JR., up one rung to the Cedar Rapids club ladder top where Pete Todd stood, is an Acme Greeting Card craftsman. Edward V. Dengler from Carpenter Paper Co., was raised to first vice-president from the second position, where Willard Verba of Verner's is now. Repeats are secretary Dale Hinricks, Le Febure Corp.; treasurer Charles Werner, Iowa Electric Light & Power.

CENTRAL PA.



VERNON L. SPENCER, Camp Hill Art Press craftsman, has the Central Pennsylvania club gavel that was R. Randolph Karch's last year. Also on this slate are veepmen Samuel L. Sprecher, G. Horace McFarland Co., and George Zeiders, Evangelical Press. Continuing in office are the secretary, Richard Hugendubler of Rudisill & Co. and treasurer, Benjamin Lowengard, Courier Press.

CHARLOTTE



W. ALFRED McCULLOCH of Economy Printing filled the president's chair of the Charlotte, N. C., club this past year. Occupying the office of first vice-president was Otto Haas of Old Dominion Box Co., while Thomas M. Higgins of Washburn Printing Co. was second vice-president. Secretary was Bill Evans. The financial secretary was Elmo Buchanan and treasurer was Joseph Lagana.

CHICAGO



HAROLD E. SANGER, Marshall High School printing instructor, headed the Chicago club. Serving as his vice-presidents were Lowell E. Dummer of Bruce Offset Co. and Edward M. Egan of 20th Century Press. Treasurer was John A. Radziewicz of Service Printer. Frank Swanberg of Spiegel, Inc., was financial secretary, and Gordon W. Wilson of Western Newspaper Union, records secretary.

CINCINNATI



LEE AUGUSTINE was the head navigator mapping the go-ahead course for the Cincinnati club. Lee's services are also of high value to the Printing Machinery Co. His club mates in official berths were vice-presxies Verne E. Crane from Nessler & Wagner, George A. Vitt of Wortman Roller Co. Luther Engle, secretary and treasurer, also serves Richardson-Taylor Globe Corp.

CITRUS BELT



ELMER D. MILLER, a very important person, namely president of the Citrus Belt club, is on the payroll of the Inland Printing and Engraving Co. in San Bernardino, Calif. Second in command is Robert Schaefer who makes himself useful at Artcraft Printers in Riverside, Calif. Robert Olson is also with Artcraft and his office involves the writing, otherwise known as the secretary.

CLEVELAND



ARTHUR W. HOGLING, Western Newspaper Printing and Matrix Co., was the Cleveland club's 1955-56 totem pole topper. Lined up with Art were vice-presxies Lee R. Kornel from General Electric's Nela Press and Ed Schuster of William Feather Co. W. C. Swearingen, who kept the accounts in balance, is a Central Electrotype man. Secretary Richard C. Werner works at Superior Typesetting.

COLUMBUS



A. W. BALLANTYNE, highest man on the Columbus club's totem pole, is manager of Gurin-Rapport Central States Division. Reading down the pole were hard workers all the way: George Browne, Universal Printing Co., and Leroy Arnette of W. P. Simpson Co., vice-presidents; Albert McNulty, Worthington News, secretary; Charles Grehl from Lewis Roberts Ink Co., treasurer.

DALLAS



JOHN D. ELLIS, who was secretary-treasurer of the Dallas club two years ago, has risen through vice-presidential work to the just-this-side-of-past-president spot, where Robert L. Stovall is now. John is associated with Ellis Bindery. His vice-prexy pal is Mark Carruthers of the Printing Department of First National Bank of Dallas. Southwest School of Printing's Donald L. Hunt is treasurer.

DAYTON



HORACE J. STEPHENS, calling the line and end run signals for the Dayton club 1955-56 official team, earns his income at the J. W. Johnson Printing Co. Lined up in vice-prexy slots were Robert Hull, Jr. of Hull Paper Co. and Dillen H. Gaskill of Dayton Typographic Service. Carl H. Harner of Egry Register was the dollar man, Howard Massman, Cooperative High School, kept records.

DES MOINES



PETER J. MANNO is steersman of the Des Moines club crew, all named to man the official craft for another cruising year. Peter is with the Tension Envelope Corp. His first to third mates are Meredith Publishing's Howard Swan and Max Spangler, Richard B. Whiting of Direct Advertising Co. Secretary Laird Macdonald is also with Meredith Publishing. Cliff Bunker is the ship's purser.

DETROIT



HAROLD INGHAM chairs Detroit club sessions and A. Ted Annen is immediate past president. Harold checks in at Congress Electrotype plant. On this club's vice-prexy side are Emmett Harrington of Artvertisers, and Frank Barr of Tri-Craft Press, new second. Kenneth Bancroft, continuing secretary, is with Detroit Paper Die Cutting Co. So is Clarence Bancroft, who is again treasurer.

DULUTH-SUPERIOR



DONALD A. MONTGOMERY who works for Garity-Burnett-Steele Co. has taken over George Maske's responsibilities as club president for this coming year. First vice-president is Robert Krause, a pressman for the Stewart-Taylor Co. Gil Johnson carries the load of secretary and keeper of the coin. He finds employment with Labor World. All are located in Duluth, Minn.

EAST BAY



LYNN E. ALDRICH, who keeps his craft knowledge working for Hazelton Typesetting in Oakland, Cal., was East Bay club's 1955-56 pilot. Serving as his first mate was Tom Gibbs from Tom Gibbs Printing Co., Berkeley. Two Oaklanders rounded out this crew. Jerry Morehouse of Fox Press logged the course, and Don Pingree, who works for Kaiser Graphic Arts, kept the finances.

EDMONTON



MURRAY A. GODSON, top exec of the Edmonton club in Alberta, Canada, spends his daily working hours at Metropolitan Printing Co. Maurice Guenette, vice-president, can be found at the Modern Press. Place to look for Jack Manson, secretary, is the Smith, Davidson & Lecky plant. Completing the list of Murray's fellow officials is William Porter, treasurer. Bill also serves Bulletin Printers.

ERIE



CHESTER M. EISAMAN leads the Erie club's executive trio. Chet spends his off-club working time at Snyder Art Studios. His vice-presidential assistant is Wes C. Chatten, National Service Engraving Co. Secretarial matters are handled by Abbeycraft Printing's Charles A. McClenahan. Renamed as the officer readying treasury reports was Victor Pierce, Dispatch Printing & Engraving.

FORT WAYNE



JAMES J. CHAMBERLIN, Chamberlin-Junk Advertising, has moved to the top of the Fort Wayne list. G. Sterling Roberts from Roberts Associates succeeds him as first vice-president. Herb Ruhl, Allied Mills, Inc., is second vice-president. Herbert W. Schabacker of Wm. Didier & Sons continues as secretary. New treasurer is Henry W. Schabacker of Anthony Wayne Printing Co.

FORT WORTH



FRED BAKER, former Ninth District representative, is associated with the Interchemical Corp. He is a Fort Worth club charter member. Milton Horn, past president who became secretary-treasurer when Fred was named to head the club, is Marvin D. Evans Co. pressroom foreman. Dallas club past president T. E. Henry, from McBrayer Printing Co., where he is manager, was vice-president.

FOX RIVER VALLEY



EDWARD W. THOMAS, elected by Fox River Valley club members to guide them during their first year, is with Badger Printing Co., Appleton, Wis. His pair of vice-presxies were Kimberly-Clark's John Ellis, Miles Kimball's Lee Kaski, hailing from Oshkosh. Secretaries were Dick Dunbar, Universal Paper, Donald Anderson, Kimberly-Clark; treasurer, Linus Pfankuch, Banta Pub., Menasha.

GRAND RAPIDS



IVAN STEHOUWER, Hughes Engraving Co., left the first vice-spot to replace Robert R. Bower as president. First v-p is Sterling Barbour, Central Michigan Paper Co. and second is Louis Heline of the Jaqua Co. Arthur Lindquist, Jr. of G. R. Electrotype Co. does the writing and cashier is O'George Griffin, Wheeler-Van Label Co. Dick Valentine, Wheeler-Van Label Co., assists them.

GULF COAST



KEITH GUTHRIE, publisher of the *Taft Tribune* down in the not too Lone Star State, was staff chief of the Gulf Coast club. His pair of helping handmen were Arch Yarbro and Jo Blair. Arch is composing room foreman at the Corpus Christi Caller Times. Jo is a Roy High School vocational teacher in Corpus Christi. Arch served in the vice-presidential niche and Jo was secretary-treasurer.

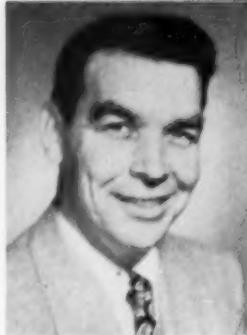
HAMILTON



ELWOOD C. MILLER, who headed this north of the northern border club, is connected with Hamilton Typesetting, Ltd. His first vice-prexy, Glen Gray, runs a printing shop under his name. Colin Moore, second vice, applies his skills at Moore Printery. Jack Benson of the Steel Co. of Canada, was secretary. Stan Drake, associated with Central Press in Hamilton, was treasurer.



HARBOR AREA



ORVILLE DARRELL of Long Beach in California kept smiling as top man of his club. He's with the Independent, Press-Telegram Commercial. His right and left bowlers: John S. Sarver, Sarver Witzerman Advertising, and Milton Darnell, Trade Plate Makers, Inc. William Knox of Green's, Inc., held the secretarial post while Hollee Kassell of Dial-O-Rama Advertising served as keeper of the money.

INDIANAPOLIS



EURAL B. BYFIELD has been installed chief of the Indianapolis club. He's with Eli Lilly and Co. Next step-down man is Rogers Typesetting's Arthur E. Foerster, who rose one step when Ewold Berglund, Martin Discoll, became his veep pal. Treasurer is Alvin B. Dorr of U. S. Army Finance Center. Secretaries are Rufus H. Sessler, Allied Printing Service, Lawrence Feltman, Phoenix Press.

LEHIGH VALLEY



ALAN S. HOLLIDAY has climbed to the top step of Lehigh Valley club while serving Craftsmen, Inc. Harold M. Reppert of Wilson High School, former second vice-president, has advanced one notch and Robert A. Peters of Standard Offset Printing succeeded Bob. Old hands still busy are secretary H. Leslie Varley, Mack Printing Co., and coin-counter Robert K. Kirchofer, Industrial Engraving.

HARTFORD



ROBERT E. ASHCRAFT, high title man of the Hartford club, is assistant super of the Travelers Insurance Co. printing department. His vice-presidential side kick was John Findlay of Findlay Brothers Co. Haige J. Garabedian of Graphic Arts Association of Connecticut carried on as secretary. William E. Newton of Connecticut Printers, Inc., was the officer who reported on financial matters.

JACKSONVILLE



DAVID G. WADE practices his skills in the Respass-Grimes Engraving plant, Jacksonville club vice-presidential tasks were done by Cecil Gorno of Newth-Morris Box, Robert Stanton of Florida Bindery, Merrill D. Rish, Austill Waxed Paper Co. Adam Brutt, Young & Selden, was secretary-treasurer. Recording secretary Bob Park earns his salary checks at Peninsular Life Insurance Co.

LONDON



E. C. YELF, the "Ted" man and the headman of the London club in Ontario, shares his know-how with Jones Box & Label. Sharing vice-prexy duties were W. J. Banfield from A. Talbot, Ltd., with Ralph Conquergood of Canada Printing Ink Co. On the secretarial side was Miss Kay Schafer of A. Talbot. Footing the list but still vital, was treasurer Brock Liscumb, H. J. Jones Sons, Ltd.

HONOLULU



RUSSELL S. QUAINTANCE, top officer of the club in Hawaii, is a Honolulu Paper Co. assistant department manager. Assisting Russ in furthering the club's progress were Larry Smith from Advertising Publishing Co., in the vice-presidential position; Leo Rehfeldt from Kodak Hawaii, Ltd., who took care of secretarial business; Charles Hammerstien, Printshop of Hawaii, who counted the cash.

KANSAS CITY



FORREST MULLIKIN, Inter-American Press, had two veeps assisting him in the Kansas City club: Roy Lawrence of Sam'l L. Bingham's Son and Eugene McLean of Herald Publishing, Independence. Birmingham & Prosser Co. of Kansas City was represented by William F. Schmidt who did the secretarial work. Frank Todd of Colgan Engraving had the honor of counting the club's money.

LOS ANGELES



WILLIAM H. SILVERMAN called Los Angeles club sessions to order after coming from his other tasks at the Loewen Press. Bracketed as vice-prexies were Richard J. Hoffman from Los Angeles City College and Herbert L. Mitchell, Graphic Arts Monthly. George W. Larson recorded the minutes while Isadore Margolin, Vogue Composition Co., was corresponding secretary and treasurer.

HOUSTON



JAMES L. TWIFORD, owner of Twiford Printing Co., has left the vice-presidency to take the top spot vacated by R. M. Miller. New vice-president is Joe Sear, superintendent at Brandt & Lawson, Printers. The Houston club's taker of the notes and counter of the cash is Jim Barr, pressman at Cravens & Dargan. Former secretary-treasurer was Art Harder, Houston Tradetypers.

LANSING



ELMER L. COURTNEY of Lansing Technical School was at the top of the Lansing club list last year. There's a trio of vice-prexies rated as you read them: John Vitovsky of Speaker-Hines Printing, Charles LaTour of that company, Harry Bollinger of John Henry Printing. Two more craftsmen who work for Speaker-Hines complete it—Herman Sonnenberg, secretary; Walter Kipke, treasurer.

LOUISVILLE



WILLIAM T. MICOU, JR., leads the Louisville club. Bill came up the official steps and hails from Micou Special Paper Products. His vice-presidential aide is former secretary John M. Krebs, Standard Printing Co. John C. Roper of that company now does the secretarial work that the other John did last year. Andy Feldman serves Fawcett-Dearing Printing and is the club's treasurer.

MEMPHIS



AMOS G. BLACK, Jr. was high man on the Memphis club official roster. He is a machinist in Kelley and Jamison's typesetting and composition plant. Helping Amos keep club affairs running at top speed were vice-presidents William (alias Buddy) Wilson, who manages the Peabody Print Shop, Earl McNellis, Hill Hentschel manager, and C. C. Ritter, retired, but serving as secretary-treasurer.

MONTREAL



HARRY SKINNER, superintendent at Lawson Lithographing & Folding Box Co., was Montreal club leader. Vice-presidents were Marcel Denis of Canada Envelope Co. and Maurice Wright, who hails from Reader's Digest Association (Canada), Ltd. Ernest K. Schroder, taking care of secretarial and treasury matters, shares his craft knowledge in daytime hours with his associates at McLean Brothers.

NEW ORLEANS



M. J. DUFFY, known to his many friends as just plain Jim, held the New Orleans club on its forward course. He serves Printers' Supply Mart. Vice-president here was Robert C. Crockett, Jr., who works for Press Craft Printing Co. Secretaries were Mrs. Elizabeth Norton from Norton's Art Supplies and Ernest J. Jilek of Chemco Photoproduts; treasurer, Colquitt Dupuy, Upton Printing.

MICHIGAN



DONALD W. SENSOW, who hails from D. W. Sensow & Co., LaPorte, which he owns, heads the Michigan club card. Vice-gavelmen are Rawson Murdock, Jr., Mossberg and Co. in South Bend, and Estel Reed from the Davidson Corp. in St. Joseph. Minutes recorder Donald B. Lynch works for South Bend Engraving and Electrotyping Co. Dollar sign man is D. J. Metzler, Bendix Products.

NASHVILLE



CHARLES S. NICHOLS, Nicholsonstone Book Bindery, has succeeded Garland Holderfield in Nashville club's upper berth. One step down is Richard Phelps, Dixie Electrotype. Ambrose Printing's John Ambrose, Jr. took over Dick's vice-presidential duties. George Jones, Samuel Bingham's Son Mfg., is recording secretary, and Dick Philpot of Clements Paper is secretary and treasurer.

NEW YORK



KENDAL ("PETE") SLADE, United Board & Carton Co., Densen Bonner Division, was reelected New York club leader along with vice-president Charles J. Felten, Messenger of the Sacred Heart; second veep, Louis Van Hanswyk, Morris & Walsh Typesetting; treasurer, Mortimer S. Sendor, Sendor Bindery. Secretary Sydney Smith, Rathbun & Bird, succeeded Jack Lomax, Reilly Electrotype.

MILWAUKEE-RACINE



EDWIN V. BACHORZ of Western Printing & Lithographing, succeeding Clifford Helbert, is leading Milwaukee-Racine club. He was the first vice-president, a title now held by Ray G. Vallier of Western States Envelope. Former treasurer Henry P. Kutsch of E. F. Schmidt Co. is second vice-prexy. John C. Krautschneider of Arandell Corp. is treasurer, Jack Miller, Specialty Press, secretary.

NEWARK



GEORGE KEDERSHA, on Gaetz, Berger & Wirth's sales side, has become Newark club's staff chief. He succeeded Louis E. Pasquale. His successor as first vice-prexy is Charles Safranek, Prudential Life Insurance Co. Jack Gold, Globe Printers Supply, is second veep. Secretaries are John Dey, Snell Press; William Hammell, Bingham Bros. Co.; treasurer, John O'Connor, W. Patrick Co.

OKLAHOMA CITY



B. G. WILKES of B. G. Wilkes Co., binding firm, was Oklahoma club prexy with a trio of aides in the veep class: Roy Adams of Times-Journal Publishing Co., Roy Thomas of American Bond Printing Co. and Sam H. Wilkes, Oklahoma Binder Co. Secretary E. J. Stockton comes from Capitol Hill High School. Clifton Grossman, craftsman serving Oklahoma City University, watched the money bags.

MINNEAPOLIS



URAL A. FISHER is wielding the Minneapolis club gavel which Arthur A. Stohr handled last year. Ural was stepped up from the vice-presidency. He is Jensen Printing plant super. His official helpers are newcomers on this roster: Kenneth Lukaska, Minneapolis Paper & Cordage, vice-prexy; secretary-treasurer, Lynn Hollen, Graphic Arts Tech. School, replacing Robt. Truhler.

NEW HAVEN DISTRICT



WILLIAM J. JACOB supervises American Chain & Cable's printing department. Bill is New Haven District club 1956-57 top-man. Chosen with him veepwise were Sinclair & Valentine's J. Homer Callahan and Frederick H. Seeger from Planck's Typographic Service. Continuing as secretary and treasurer is Harry Kenes, Wilson H. Lee Co. Raymond A. Langlois is past president.

OMAHA



R. W. MOORE, Omaha club chief through the past year, is a partner with Clyde B. Tryon, typographer. Serving with him were first vice-president Romi Baggiani from Paramount Paper Products; second vice-president Neal Walker of Carpenter Paper Co.; Peterson Litho & Printing's Sam Italia, secretary; Frank Spangler of Midwest Typographer, who was treasurer for another term.

ORANGE COUNTY



GEORGE MESKELL, Californian who occupied the big chief tapee on the Orange County club reservation, is otherwise employed in the M & W Typographers plant at Santa Ana. The vice-president, Faye Stamper, heads in the morning for Brintinall Co., Los Angeles. Alan La Mont, secretary, comes from La Mont Printers in Anaheim. Donald McKinzie of Santa Ana Engraving was treasurer.

PHOENIX



JAMES P. GIRAGI from Arizona-Messenger Printing Co. where he is secretary-treasurer, was high man on the Phoenix club list. His vice-presidents were Palmer Printing craftsman Thomas Parker and John Jojola from Phoenix Indian School. Secretarial officer was Albert "Meeker the Printer." Matters pertaining to dollars and cents went to Cloyd Harper, employed by Andy Chuka, Printer.

REGINA



GORDON J. DAYMAN, who was at the head of the Regina club in Saskatchewan last year, works with Regina Engraving Co. He took over club duties from Elmer J. Morris. The vice-president who served Regina members was Kenneth Bloomfield, mechanical and production manager for Capital Envelopes, Ltd. Louis A. Joyal, L. A. Joyal Trade Ruling & Bookbinding, was secretary-treasurer.

OTTAWA



GORDON V. ARMSTRONG led the Ottawa Club. Gordon is associated with the Department of Public Printing & Stationery, and so is Mac Turner, treasurer. Kenneth Nesbitt, Nesbitt Engineering, Ltd., and Keith Lachance of E. B. Eddy Co. shared the vice-presidential responsibilities. Dick Parsons of R. L. Crain, Ltd., was serving his initial term as the officer named to keep the minutes.

PITTSBURGH



H. BEN ALBITZ, working in daytime hours for William G. Johnston Co., skippered the Pittsburgh club. Serving with him vice-presidentially were M. F. McGrew from Ketchum, MacLeod & Grove, and Community Press craftsman Raymond F. Ferraro. Donald W. Gothe, secretary, is employed by Samuel Bingham's Son Mfg. Co. Cash box man was Anthony DiCocco of the Blaw Knox Co.

RICHMOND



WALTER G. SULZER, JR. led the Richmond club and also serves International Printing Ink. He carried on from where J. David Hartman, Jr., left off. Walter Messengill of the Baughan Co. was first vice-president. The second vice-president was Edward R. Owen, who works for Engravers, Inc. Hugh E. Rees of L. H. Jenkins, Inc., served another term as secretary-treasurer.

PANHANDLE



EMORY CROSS, whose daytime craftsmanship helps to speed the Scottsbluff Daily Star-Herald on its way to its Nebraska readers, was the upstairs man keeping Panhandle club affairs moving along. Peary Rader, from Iron Man Magazine in Alliance, was vice-gavel wielder. Emory's Scottsbluff newspaper associate Gilbert Bailey was secretary, Fred Rose, Bayard Transcript, treasurer.

PORTLAND



ELMER E. CLAUSEN comes to his club's sessions from the graphic arts department of Clark College. First veep Rod Clayton is an estimator for the Agency Lithograph Co. Harry B. Machum, second veep, is an Oregon Journal engraver. Serving this club by handling secretarial details with one hand and treasury duties with the other was J. Henry Willis. He is a salesman for Henry Hill Co.

RIO GRANDE VALLEY



R. W. TRAVIS whose monstarily productive hours are spent by working for the San Benito News, in San Benito in the southern point of Texas, was president this year. Helping him as first vice-president was Earl G. Hamburg, also employed by a newspaper, the Alamo News in Alamo. Maurice Vandever of Shiner Stein Paper Co. in McAllen, Texas, was combination secretary-treasurer.

PHILADELPHIA



HARRY C. LINK, who operates a printing plant under his name on Quaker City's Rising Sun Ave., is in his first month as top officer of his club. Installed with Harry was vice-president Harold S. Lyle of Allen, Lane and Scott; secretary William Holdsworth of National Typesetting Co., and David Hopkins of Royal Electrotype Co. Dave is serving as treasurer for the seventeenth year in a row.

PROVIDENCE



JOHN M. COONEY, who is foreman serving Stamps, Inc., was the highest Providence club official through the 1955-56 year. John C. Norton of Norton Graphic Arts Service took care of first vice-presidential business and Hope Printing House craftsman Robert Callender was Bob's vice-chairman. Greenback, cash and check handler doubling as secretary was Edward Flanagan, Oxford Press.

ROCHESTER



IRVING F. STEUBING, coxswain timing the strokes of the Rochester crew, is with Eastman Kodak's printing division. Heaving ho on the oars were Richard A. Cowles of A. B. Cowles Co., Inc., first vice-president; George Mitchell of Commercial Press, second vice-president, and Albert F. Smith of Alling and Cory Co., who handled correspondence, wrote the minutes, and handled the money.

ROCK RIVER VALLEY



RAY REYNOLDS carried on his efficient service as leader of the Rock River Valley club. Ray lives in Afton, Wis. First and second vice-presidents, respectively, were F. D. Mills, hailing from Mt. Morris, Ill., and from Freeport, Ill., Larry O'Donnell. Illinoisian William C. Dahlberg of Rockford recorded the minutes. W. E. Pire from Beloit, Wis., was the guardian of the cash box.

ST. PAUL



A. L. GRABENSTETTER, St. Paul club out-in-front man through the past year, is president and secretary of Anderson & Hedwell electrotyping house. North Central Publishing supervisor A. N. Kronebusch was vice-president, while George H. Nelson from McGill-Warner Co. did this club's secretarial work, and Vincent D. Kassube of Webb Publishing responded as treasurer.

SAN FRANCISCO



LESTER LLOYD again occupied the San Francisco club top spot, which he held last year after a term as vice-president. He's superintendent for Mackenzie & Harris. Club vice-presidents were Fred Gross, mechanical superintendent for the Chronicle, and Clive Atherton. Ralph Bacon replaced Harry Mann as secretary, and Bob Steenberg was the man in charge of the money.

ROCKY MOUNTAIN



ALBERT C. WISE of the Todd Co. kept firm hold on the Rocky Mountain wheel. John Haynes, Sinclair & Valentine, got vice-presidential assignments. Secretary William E. Petrie is with the A. E. Heinsohn Printing Machinery and Supply Co. Art Miland from A. B. Hirschfeld Press was financial secretary in working cooperation with Harry Lindstrom, Jr., treasurer, who is with Lindstrom Printing Co.

SALT LAKE CITY



PHILIP JACOBSON was coxswain timing the oar-sweeps of the Salt Lake City club crew. Phil is foreman of the Deseret News Press bindery. Rudy W. Hiller of Hiller Bindery was first vice-president and Ernest G. Olsson, also of the Deseret News Press, had the second vice-presidential spot. LaMar Sainsbury, V. O. Young, Inc., took care of the secretarial and financial end.

SAN JOAQUIN VALLEY



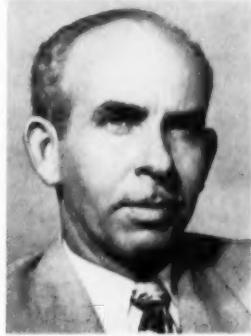
MARTIN C. NELSON has moved up from the vice-presidency to president of the San Joaquin club to replace Ernest Benck. He works at Peerless Printers, Fresno. Lloyd Erickson, Thomas Litho Co., has the first vice-prexy spot and his second is Robert Jones of Cent. California Typo Service. Secretary is Wayne McCommas, Fresno State College; treasurer, J. D. Dutton, Williams and Sons.

SACRAMENTO



GEORGE LITTRELL, Broadway Printers' contribution to the club, takes Hal Dillon's place as president after serving in the v-p spot last year. New vice-presidents are Frank Johnson of the News Publishing Co. and Ross Hall who is occupied at Blake, Moffit and Towne. Secretary-treasurer is George W. Fisher of Davidson Dual-Lith Agency. The club sponsored a Printing Week in 1956.

SAN ANTONIO



PAT M. COWAN wielded the gavel this past year. The Clegg Co. is where he keeps busy. Vice-presidential spot was kept warm by Elmer Crumrine, Jr. who works for American Printers. Title of program chairman went to J. M. Johnson, also employed by the Clegg Co. E. J. Baker who is now retired, had the secretarial responsibilities and likewise the financial records to keep straight.

SANTA MONICA



GERALD L. FLOOD is a Seward and Flood Printing craftsman, and this club's first vice-president. Robert K. Wilkinson, serves Santa Monica schools. Bob's vice-prexy pal, from Weaver Publishing, was Robert T. Chandler. Third Bob in a row, from Inglewood High School, was Robert M. Schottland, secretary. Scott & Scott's Donald E. (Bud) Vance was Santa Monica Bay club cash man.

ST. LOUIS



MICHAEL IMPERIAL was gavel man of the St. Louis club. He spends his daytime hours in the Skinner Kennedy Co. plant. Concordia Publishing House is the place where Milton C. Voertman, first vice-president, is a craftsman. Second vice-prexy was Harold Axtell, Fleming Printing; treasurer, Joseph Ottersbach, Buxton & Skinner; secretary, Wm. Chase, Clayton Stationers & Printers.

SAN FERNANDO



DONALD S. MCRAE, San Fernando Valley club president expends his daytime energy at Griffin Patterson Co. in Glendale. Chuck Wallen of the Intertype Corp. in Los Angeles was vice-president and Evan J. McLean from Macson Printing Co., Glendale, seconded him. Carrying the load as both secretary and treasurer was Jack Elliott of Elliott Printing Co., located in North Hollywood.

SEATTLE



GEORGE A. BAYLESS, JR., came from Ward's Bakery to preside at gatherings of the club in Seattle. After William Farris left for California William Thorniley, J. Walter Thompson Co., the second vice-president, was George's only aide in the v-p bracket. There was a third Bill on the roster of this club, secretary-treasurer William Cooper. This Bill earns his pay check at Orrin F. Drew, Inc.



SOUTHERN COLORADO



GEORGE M. LECRONE is top man on the second official roster of the young Southern Colorado club. He's with Democrat Publishing Co. Serving with George until election time comes in September are vice-president Damon Royce of Colorado Fuel & Iron Print Shop, secretary A. L. Cossel of Stanley Bindery & Printery, treasurer Richard Graef, Dixon Paper Co. G. Kubricht was first chief.

SOUTHERN TIER



A. WARD WEST, who was ringmaster of the Southern Tier club in Binghamton, N.Y., puts his skill to work for the benefit of Vail-Ballou Press. Taking care of vice-presidential business were Floyd Freeman, coming from his work at Johnson City Publishing Co., and Robert Jogerst of Jogerst Printing & Stamp. Marian Bailey was secretary; Ernest Maywalt, Intern'l Business Machs., treasurer.

SPRINGFIELD



JOHN W. FULLER presided over this club with the new name. Old one was Connecticut Valley. John works for Home City Electrotype Co. First vice-president was Frank Gruen, Diamond Match Co., and second v-p was Walter Dulak who busies himself at Sinclair & Carroll Co., Inc. Leo F. Kelleher, Harris-Seybold Co., was in charge of the secretarial and financial duties. All are from Springfield.

STOCKTON



HARVEY E. SCUDDER, a charter member of the Stockton and Sacramento clubs, is the proprietor of the Hansen-Carter Printing Co. At one time he was treasurer of the Pacific Society. His assistants on the Stockton club official roster through this past year were vice-president Mike Laycock of Stockton Record, and Cliff Geddes, secretary-treasurer. Simard Printing plant is Cliff's place of business.

SYRACUSE



GEORGE J. RYAN has stepped up to the presidency of the Syracuse club and Peter Williams has become first vice-president. Pete works for Syracuse Herald Journal. George is with Weber Engraving Co. Ernest Desroches, L. W. Singer Co., is in the second vice-pres slot. The secretary is John Nolan from Estabrook Printing, Inc., William Barnes of Salvoy High School is treasurer.

TIDEWATER



JENNINGS B. LYNCH of Newport Business Forms, where he is plant superintendent, was major domo of the Tidewater club. Virginians in the vice presidential class were Travis L. Phaup of Phaup Printing Co. and W. C. Warner of Warner Printing Co. E. W. Weaver of Newport Business Forms was secretary and W. J. Bright III of the Franklin Printing Co., Newport News, held the purse strings.

TOLEDO



MERLE FEELEY from Atlas Electrotype headed the staff that set the 1955-56 course of the Toledo club. He had five members helping to keep the club on the all-clear go-ahead route. His veepmen were Len Beach, Blade Printing & Paper; Robt. Jankowski, Roberts Printing, treasurer; Glen Horton, Toledo Scale; secretaries, Toledo Colorotype's Larry Scott; Art Wayne, Wayne Plate & Copy.

TOPEKA



DUANE MOORE, named to head the Topeka club until 1957 election time comes, served as first veep through this past year. Succeeding Duane, who works for H. M. Ives & Sons, is Duane Patterson of Patterson-Wright Advertising Agency. He moved up from second vice-president. George McCurley of Hall Litho succeeded him; L. L. Bond, Midwestern Paper Co. is still secretary-treasurer.

TORONTO



A. (ALF) FOOTE, who works for Canada Binding, Ltd., took charge of the Toronto club gavel. It came from Cliff Hawes. Alf's vice-presidential partners were George Harper, Maclean-Hunter Publishing Co., and Nels Clay, Sinclair & Valentine Co. of Canada. Thorne Tarrant of Might Directories was first-termer secretary. Ed Adair, Davis & Henderson, was treasurer.

TRI-STATE



JACK CARTER of Joplin, Mo., is the first president of this brand new Tri-State club with headquarters in Pittsburg, Kansas. First vice-president is Tom Brady, Parsons, Kan., and second is R. F. McDonald who hails from Miami, Okla. Secretary is Leroy Brewington from Pittsburg; Ray Boyer, also from Pittsburg, is treasurer. Forty-eight members signed the charter. A hearty welcome to the fold.

TULSA



GALE FOREMAN of the Banknote Printing & Lithographing Co. was top man of the Tulsa totem pole. Helping him was vice-president Hugh Mayfield who makes his income tax by working for Bindery Service Co. The Ross Martin Co. is represented by W. W. "Bill" Martin who had the double responsibility of keeping charge of the financial ladder and handling the secretarial functioning.

UTICA DISTRICT



HERMANN W. RIECKER was pacemaker for the Utica District club. He works for Vicks Bros. in Yorkville. Keeping step with Hermann were vice-presidents Carl R. Buerger of Utica Typesetting and James O'Hara from the Coggeshall Press. Others running along club's course were secretary Francis J. Riva of Goodnow Printing, with J. LeRoy Bingel, treasurer, from Curtis Envelope Co.

VANCOUVER



WILLIAM H. RAE, commander of the Vancouver club's vanguard in British Columbia, does his daily knowledge-sharing with his associates at the Craftsman Press. Vice-president Jack Gehrke shares his with Gehrke Stationery & Printing. Jack Airey, recording secretary, practices his craft at Mitchell Press. Secretary-treasurer Trevor Price applies his skills in the plant of Price Printing, Ltd.

VICTORIA



NICK ROBERTSON, who serves Queens Printer, was the top third of the roster of officers who led the Victoria club forward during the past year. Marching along in vice-presidential order was Frank Mack. Victoria Press is the place where Frank spends his plant time. Secretary-treasurer of this club, small in numbers but big in purpose and craftwise services, was Brian Flintoff, Popular Press.

WASHINGTON



ADRIAN P. GARDNER reached the summit of the Washington roster. He and treasurer Dwight Cook work for Judd & Detweiler, Inc. First vice-president William W. Barnes and financial secretary Vincent G. Walkendeifer come from the Government Printing Office. Second vice-president Raymond S. Via is with Baker-Webster Printing. Corresponding secretary Harold Crankshaw serves D.C. schools.

WATERLOO



WARD M. COWLES, who teaches printing at the East Waterloo High School, has succeeded Harold Bills as leader of the club in Waterloo. Larry Wenthe, offset pressman for Woolverton Printing, follows Ward as first vice-president. New second is Lowell Thalman, partner in Lincoln Press. Secretary Gilmer Benson is owner of Pioneer Advertising. Treasurer Curt Peters owns Curt-Craft.

WICHITA



BOB ANDREWS has been advanced from secretary to the top rung on Wichita club's ladder. Bob is with Ted Andrews & Sons. First-time vice-presidents are Bowen Brady of Grit Printing and Waldo Leisy from Edwards Type Service. Vern Manning from McCormick-Armstrong Co. succeeded Bob as secretary. G. W. Myerley of Wichita Beacon is treasurer, only holdover man on this slate.

WINNIPEG



JACK ROLLWAGEN, pilot steering Winnipeg club affairs in Manitoba, Canada, earns his whereabouts while applying his skills for the benefit of Driscoll & Co., typesetting house. Jack had two officers helping him to carry on club activities: Charles T. Birt, vice-president, associated with T. W. Taylor Co., bookbinders and printers, and Jack F. Hutchison of Commercial Stationers.

WORCESTER COUNTY



L. SYLVIO BELISLE, who works for the Stobbs Press, had four club members on his team: vice-presidents Elmer W. Haskell from Worcester Girls Trade High School and Roy E. Clark, McLaurin-Jones Co., East Brookfield; secretary Robert G. Smith, who is associated with Smith Printing Co. in Fitchburg, George E. Hunter, Narragansett Paper Co., who kept check on the club's exchequer.

YORK



WARD S. YORKS, a printing instructor at Red Lion Area School, sparked York club affairs with assistance from vice-presidents Fred W. Danner, Colhub Printcraft Co., and Richard Schidig, Progressive Typographers, and from Roger Stabley, who along with Fred W. Danner is connected with the Colhub Printcraft Co. Roger's club duties were those of paper work and money.

ORIGIN OF THE CRAFTSMEN'S EMBLEM—On August 14, 1457, there appeared in Mainz, Germany, a magnificent Psalter, printed in black and red and profusely decorated with printed two-color ornamental initials. The illustration below is the colophon of the now-famous book, the first to have a printed date and the first to bear a printer's mark. The Psalter was a folio volume 11½ by 16 inches, printed in a type of approximately 40-point size. Only ten copies are known, all on vellum. The Fust and Schoffer printer's mark has been adopted by the International Association of Printing House Craftsmen.

Proprietary spalmorum codex. Venustate capitalium deorum!
Rubricationibusqes sufficienter distinctus,
Ad invenzione artificiosa impremendi ac caracterizandi.
abslqes calamivolla exaracone sic effigianus, Et ad ruse-
biam dei industrie est osummatius, Per Iohem fust
Liue magisterinu. Et Petru. Schoffer de Hereszbrim,
Anno dni Octillisio .mii. l vii. Invigia Allupris,



THE COMPOSING ROOM

By Alexander Lawson

Questions will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

Bruce Rogers Among Greatest of American Printers

- BR at 86 continues to design beautiful books and other printed matter
- Planned and executed famous Oxford Lectern Bible, completed in 1935
- Designer BR produced two type faces: Montaigne (1904), Centaur (1914)

Last May, in Fairfield, Conn., a great American printer was honored upon the occasion of his 86th birthday.

Bruce Rogers, one of the best known and most renowned typographers now living, has brought to American printing craft the esteem of the rest of the world and has gained for himself an enviable position among great printers of the past.

In the present century, the composing room has become truly mechanized, but the work of men like Rogers has deterred relaxation of standards in a craft which has become an industry. In the history of printing there have been outstanding craftsmen with creative spirit and the integrity to make their way.

Frequently, the art of producing the printed word has not been respected by those who use its products or by the printers themselves. These periods of decline have always been halted by leaders whose ideas have influenced their contemporaries. Garamond, Plantin, Caslon, Baskerville, Bodoni, Morris and others have made significant contributions. Bruce Rogers is of this company.

Produced Notable Books

The contributions of BR, as he is more familiarly known, have been primarily in the typography of books, although he has also produced some designs for commercial printing. Of course, it is in book art that the most notable printing has always been done. An awakened interest in good printing on the part of book collectors has influenced all phases of the industry.

Although the production of books is extremely specialized, most craftsmen dream of doing at least one book which can be classed as a notable work of art. Such dreams frequently form the "objective" of a retirement plan, but of course this goal is reached only by the few.

Certainly no printer can examine the two outstanding Bibles which Rogers has completed without feeling pride in belonging to the craft which produced them.

These volumes prove that modern printing is at least equal to the past in this respect, criticism notwithstanding.

In 1929, Mr. Rogers was in London, supervising the cutting of his Centaur type by the English Monotype Company. He was approached by the Oxford University Press to plan a folio Bible that should, "in its arrangement, combine practicality as a pulpit book with beauty as a specimen of printing."

As a result, the now famous Oxford Lectern Bible was begun. It was completed in 1935. Considered by many authorities as one of the finest books ever

Bruce Rogers looks at a sheet from famous Lectern Bible, published by the World Publishing Company; he designed book, using Goudy Bible



printed in England, it took its place alongside other great Bibles produced by Baskerville and Cobden-Sanderson.

The most recent Bible from the hand of Mr. Rogers is the World Bible. An American work throughout, it was completed in 1949 at the Press of A. Colish, in New York. This beautiful book was set in a revision of Frederic W. Goudy's Newstyle type, now named Goudy Bible and available from Lanston Monotype Machine Company. In contrast to the plain, clean typography of the Oxford Bible, Rogers was lavish in his use of ornament in the World edition, maintaining the traditions set by many of the early Bibles, which were essentially decorative.

No List of Work Available

No single list is available of all of the designs which BR created in the course of his career, from its onset in 1895 at the Riverside Press of Houghton Mifflin Co. of Boston. A catalog of an exhibition of his work, held at the Grolier Club in New York in November, 1938, lists 768 items. Since that time he has done much more.

Even Rogers himself does not own a complete set of his works—all of them collectors' items. The library of Purdue University, from which he graduated in 1889, contains one of the finest collections available anywhere. The printer interested in examining samples of his style will probably find such books in the "locked cases" of many of the larger public libraries, as well as in book shops containing a shelf or two of press books.

Unfortunately for the printer-bibliophile, most book store proprietors are well aware of the value of a Rogers item, and they charge accordingly. But it is still possible to snoop one out occasionally on a dusty back-store shelf, which of course adds zest to the search.

As a type designer, BR produced two types, Montaigne in 1904, and Centaur in 1914. The latter face was designed to improve some of the features of Montaigne, which had been cut for the Riverside Press. Both types are modeled on the roman type of Nicholas Jenson, first used in 1470. Rogers has stated that he "traced" the Jenson type, but characteristically he made no claims for originality.

Since the Jenson letter has been the model for countless other roman types, it is significant that Centaur stands above most of them. Many typographic authorities agree that it is one of the finest types ever designed.

This type was first used by the Museum Press of the Metropolitan Museum. The name Centaur was given to it after its use in a book titled *The Centaur*, designed by Rogers and produced by Carl Burlington Rollins in 1915 at the Montague Press in Massachusetts. Since it became available from the English Monotype organization, Centaur has been very much in favor with well-known printing houses.

An examination of the work of BR makes it obvious that he is a master in the use of ornamentation. In the last 30 years, the correct use of printers' "flowers" has become a neglected skill. However, most compositors do recognize and appreciate gifted handling of this decorative material.

Rogers has frequently adopted a tongue-in-cheek attitude in design, resulting in a "dingbat" circus, amusing to both designer and reader, and particularly appreciated by printers tired of unimaginative thinking in the use of stereotyped ornament.

Always Quiet, Dignified Person

In spite of world-wide fame, Bruce Rogers has remained a quiet, dignified person, in no way dogmatic about his contributions. His simple approach to many of the problems encountered in his work has been treated in a book written in collaboration with James Hendrickson, under the title, *Paragraphs in Printing*. Here Hendrickson has coaxed from Rogers various comments on every phase of his work.

These comments, liberally illustrated with examples of his work, make the volume the best single source of information regarding Rogers and his work. The text is a "must" for any typographic library.

At a party given by friends on his 86th birthday, BR said with a smile that he had enough work planned to keep himself busy until his 100th year. We can be sure that he will continue to inspire a new generation of printers to better work and a finer understanding of their craft.

In May, 1948, Bruce Rogers was honored with the gold medal of the American Academy of Arts and Letters. In his acceptance speech, he stated in his typically modest way, "This is a great day for printing, and a red letter day for me as an exponent of that art."

We printers should be justly proud of our inclusion in these remarks.

• The *Encyclopaedia Britannica*, which began its publishing career in Edinburgh, Scotland, in 1768, as a "dictionary of arts, sciences, and general literature," was planned and almost completely written by a former compositor named Smellie.

Your Slug-casting MACHINE PROBLEMS

By Leroy Brewington

Mr. Brewington will answer questions on machine problems. Write him in care of *The Inland Printer*.

Line Delivery Bends Spaceband

Q.—Our spaceband justification block pushes spacebands up before the long finger of the line delivery returns far enough to clear. This happens after a line is sent in, when the first elevator descends and the line delivery starts to return. How can we prevent it from catching behind the top of a spaceband wedge and bending it to the right?

A.—When the first elevator descends to its lowest point with a line of matrices and spacebands, stop the cams. Observe the relation of the lower end of the right hand spaceband with the corresponding end of the justification block. There should be a clearance at this point. If no space is present it indicates that the cam or cam roller has worn or possibly the first justification lever is distorted. If, however, you note a clearance and the long finger catches on the spacebands it may be necessary for you to patch cam No. 10 of the main assembly on the first inclined part. This patch will cause the line delivery to clear the elevator jaws more quickly.

Six-Mold Disk Machines

Q.—What length lines may be cast from the six-mold disk machines?

A.—Two different types of six-mold disk equipment can be supplied. One casts slugs of 24½-pica maximum length. The other casts slugs of 30-pica maximum length. Either type can be applied only to standard 30-pica machines.

Keyboard Keylever Keybars

Q.—Can the keybars (weights) cause much, if any, trouble? If so, what?

A.—Faulty keybars can cause non-response, doubles or continuous response. If the keybar is bent or the guide strip through which it operates becomes damaged so as to bind, the result will be non-response. If the dowel pins in the keybar banking bar have been previously removed and the banking bar becomes loose on the set screws, then there may be non-response of mats.

Keybars can cause continuous response if the upper shoulder of the bar or the under part of the banking bar becomes gummy, causing the keybar to stick in upper position. If it sticks only momentarily a double or triple response is to be expected. As a word of caution, if one fails

to get response the first time he starts to manipulate the keylevers, see if the keyboard is unlocked before looking for deep-seated trouble.

Font Distinguisher Spring Stud

Q.—An operator desires to apply a new spiral spring to the font distinguisher. How, please?

A.—You do not tell us whether the font distinguisher is in the box or just turned out of position. If it is in the box but turned out of use, the spring may be readily applied by removing the distributor box, and withdrawing the font distinguisher from the box. This is done by loosening the small screw which holds the plate (G-1806) and by turning the long rod (G-1074) so that the font distinguisher can be drawn through the hole provided in the back plate lower rail (G-645). When the font distinguisher is out, you may either thread the spiral spring (G-1218) on the rod and over both the plate and font distinguisher, or you may unscrew the short stud rod (G-615) from the long stud rod and then put the spring on the long stud rod (G-1074), followed by the plate (G-1806) and short stud rod. When this is done, reverse the operation or removing and the parts are again in position. If the groove in the font distinguisher block is full of dust, it may be cleaned when the box is out by a squirt of benzine from a small can.

Remedy for Leaky Mouthpiece

Q.—Will you recommend a remedy for a leaky mouthpiece which is causing difficulty?

A.—A proper way to prevent a leak in a mouthpiece is to put the mouthpiece in correctly. It may take some time to do, but it should remedy the leaking.

The following temporary remedies may help:

Use a tablespoonful of common salt added to a small amount of printers' lye. Apply to mouthpiece when it is cold. If this solution does not help any, then mix powdered asbestos with water glass and apply to the leak while the pot is cold. Personally, we prefer a heavy solution of just plain salt water. Place as much salt in the water as will dissolve. Apply this solution to the point of leakage with a pointed swab or brush. Mouthpiece may be either hot or cold. We prefer it hot.

LESSON OF MONTH FOR COMPOSITORS

THE PI BOX

OFFICIAL PUBLICATION OF SAN FRANCISCO
CLUB PRINTING HOUSE CRAFTSMEN



"WEAR IT WITH PRIDE"

MARCH
1956

Having paraded San Francisco Craftsmen's bulletin as tops, friends there must endure mild adverse criticism of a cover (above). When one line of two of continuous copy is letterspaced, uneven, unpleasing tone of group results. Contour—outline around whole—is satisfactory. It would be less so, lacking in grace, if lines and emblem were spread at all evenly over page. However, type above emblem appears tight. In reset below, "of," which belongs, obviates letterspacing single line. Opened up a little, lines seem less crowded, yet over-all outline is not noticeably changed. In red, emblem effects contour and "design," but brightness compensates greatly; vermillion is official color for device

THE PI BOX

OFFICIAL PUBLICATION OF SAN FRANCISCO
CLUB OF PRINTING HOUSE CRAFTSMEN



"WEAR IT WITH PRIDE"

MARCH
1956

SPECIMEN REVIEW

By J. L. FRAZIER

Just Four Pages, But They Count!

THE SHELDON PRESS of Burlington, Vermont—The items of your own advertising which you submit clearly indicate originality in both layout and copy, notably with respect to the folders, "This Is No Fairy Tale," die-cut to the outline of a thick book in perspective and "C Day is Coming," on which the title is in red, overprinting a heavy four-inch letter "C" in gray. "C Day" is the day the system of telephone numbers in your city were to be completely changed, hence the big "C." The fronts of both are striking and otherwise potent in commanding attention and interest. There are, however, notable faults in the typography of some items. One is combining types of varied design characteristics in small forms of limited copy, particularly unfortunate on the blotter "We Moved" on which a rather fat bold sans serif type is combined with one of the extra-condensed Bodoni-like styles having very thin and very thick elements or letter strokes. These are the extremes in letter de-

in the other. This applies especially if the condensed style is used only for the big word, line, or heading. With the wider type in the smaller sizes, the difference in width is less noticeable. The front of the die-cut folder mentioned above is effective, but the combination of square-serif and brush-stroke cursive types on page three is quite unpleasing; there are no common features in the styles to make them satisfactory in a

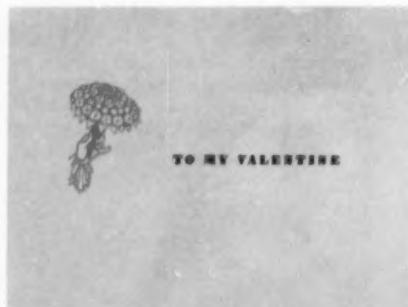


TO JLL

LOVERS

OF FINE PRINTING,

WE SEND THIS VALENTINE



TO MY VALENTINE

Because of the human interest appeal—inspiring lively interest, and, yea, appreciation—sending customers and prospects a suitable valentine seems certain to pay. If the item in some way reflects fine typography and printing, sales—in addition to good will—must, it seems, ensue. Reproduced above is 8- by 6-inch front of folder by the internationally-known Marchbanks Press. With front raised, big decorator at top of inside spread (right) comes to view—then, with dropping of third section, the complete inside. Even in Hal's day, Marchbanks believed in the famous and factual Strathmore slogan that "paper is part of the picture." Our reproduction is but a suggestion of original printed in green and cool red-orange on antique paper of green tone

sign. Either would be fairly satisfactory combined with a type of average style—like Garamond—with a moderate difference in weight between thick and thin elements. The effect of the combination on this blotter is made worse because the lines are very crowded and the unpleasing differences are made more evident with the styles, as a rule, changed in alternate lines. A decidedly contrasting style may be effective if used for a single line with the rest of the composition



THE MARCHBANKS PRESS

114 East 18th Street, New York 3, N. Y.

G.Hannover 7-6499

single paragraph. Again, the copy should have been in a narrower measure. Even with the excessive spacing between lines, the block doesn't conform with the proportions of the paper page. Margins at top and bottom of type are far too wide considering the very narrow side margins. We'd like to see more of your work after you have overcome the faults cited here, errors comparatively easy to correct.

Too Much Mixing of Types

BODINE PRINTING COMPANY of Michigan City, Indiana—Within the limitations of four letter-size pages, your house magazine, "Promote," makes a powerful and at the same time interest-arousing impression. The page size affords opportunities for demonstrations of presswork, varied layout of type, etc., impossible on the more common and smaller pages. What's more, the over-all effects suggests advertising, on which you depend, rather than books. The front page combines power with simplicity with only a few parts. The name is in 1½-inch letters of a contrasty Bodoni-like letter at top-left, and is underscored by a 12-point rule along the base letters printed in a rather light blue. The wide column of editorial appears below the masthead, while along the right side, bleeding off at top, front, and bottom, there's a striking illustration of a landscape with two birch trees in the foreground printed in black and blue from duotone plates—two halftones from the same copy. The effect is striking, seasonably cold. Each of the three elements of the page stand out sharp and clear with no suggestion of complexity. The leading editorial is headed, "Why promote?" The text opens with "To employ one or more of the various merchandising techniques is to promote . . . and to promote is to SELL." The other three pages, basically of two columns, are loaded with information of interest and value to advertisers. "Duotones Add a Lot More for Just a Little More" stands over an item explaining how the picture on page one was produced, illustrated by prints of the black and blue plates greatly reduced. Along the right side of page three, bleeding off top, front and bottom, there's a panel of approximately column width of blue, which is reversed for outlined halftones of three new machines printed in black. The heading, "Three Steps in the Right Direction," appears in connection, with part of it overprinting the blue background panel. There is more, all either helpful or properly devoted to building up your company as fine printers. Other items submitted are of comparative excellence, and all are beautifully printed.

Strong Advertising Angles

RUNKLE-THOMPSON-KOVATS, Chicago—We have recognized you as top-flight printers for as many years as you have been in business—now quite numerous—and know your cute little trade-mark character, as abstract as art can be and yet mean something, quite intimately. We know your advertising has been consistently of the finest, with layout and typography keeping pace with press-work, of which there is no better. You have seldom matched the power appeal of your latest piece, the six-page letter-size folder, "Yes, you can have it BOTH WAYS." That one line on the front is in Century italic up to "both ways" which words are in Futura or equivalent and printed in a medium olive hue which seems standard for the clothing of your trade character, the head of which is a black circle. "Cutie" is doubled up on this page and shown waving the reader inside—and what an inside! Outer pages of the spread look the same—so nearly we will sidestep comparison. Featured by a large process color illustration, the cover of a cat-

LETTERHEADS

Andie's Cocktail Lounge

600 HENNEPIN AVE.

MINNEAPOLIS, MINNESOTA

Tel. AT 0000

Andie's Cocktail Lounge

Phone
Atlantic 5851

810 Hennepin Ave Minneapolis, Minnesota

Andy's

ATLANTIC 0000



Cocktail Lounge

600 HENNEPIN AVE. MINNEAPOLIS, MINN.

Contemplating three letterheads reproduced above in about half size, each by a different student using the same copy, one must conclude G. Lynn Hollen is doing a man-size job as instructor in the Graphic Arts Technical School, Minneapolis. Olive and "stick" are in a third color, green, on first. On third, only the cherry is red, type in color here being in light brown on original to tone down line

CHICAGO CLUB OF PRINTING HOUSE CRAFTSMEN

Printing Week in CHICAGO

BERT BASSETT, General Chairman
2011 West Hastings Street, Chicago 8, Illinois
Telephone, CANal 6-5300



The Second District Association of Printing House Craftsmen



Sponsored by

ADIRONDACK CLUB OF PRINTING HOUSE CRAFTSMEN
ALBANY CAPITAL DISTRICT CLUB OF PRINTING HOUSE CRAFTSMEN
CLUB OF PRINTING HOUSE CRAFTSMEN OF NEWARK AND VICINITY
CLUB OF PRINTING HOUSE CRAFTSMEN OF NEW YORK INC.
SOUTHERN TIER CLUB OF PRINTING HOUSE CRAFTSMEN
SYRACUSE CLUB OF PRINTING HOUSE CRAFTSMEN
UTICA DISTRICT CLUB OF PRINTING HOUSE CRAFTSMEN



Faulty as to a detail or two, *Printing Week* heading properly exemplifies power. A better bold type could have been used for two main lines which are too widely word-spaced. A very deep blue or green, all but black, would be preferable to the black, add color tone. Next design, a very interesting layout, is by Ahrendt, New York. On the *Therein* original the rule background is in a medium brown of cold olive tone; logo and type in red. That is no "sweet" combination, but exciting because it is "different"



j-u-s-t right!

It takes a firm but gentle touch to wield a wooden mallet and placing block on the press bed! The idea is to tap the locked-up form firmly in place—not injure the type. Clayton Myer's got the touch. Been turning out letter-perfect types proofs for us for about 10 years now. When Clayton's not helping your job, he's baby-sitting for his new twin. Both take delicate handling. We'll be glad to show you proof. Call ADean 6341.

Dayton Typo

One from an extensive series 10- by 4½-inch mailing cards by Dayton (Ohio) Typographic Service, all of identical handling design-wise, each featuring in type and picture a different facet of the company's extensive operations. Color on all units, undoubtedly offset-printed together, is a suitable soft medium green on white paper

alogue, the reproduction on the left-hand page is offset printed, and that on the third page of the spread is letterpress. Remember, it is one sheet of paper for both, a medium-coated, heavy-weight stock. The "story" is told in the middle of the spread where you say you'll serve up the best of letterpress or of offset, whichever is better for the particular item. We're reminded again that the time is past for any printer of size and consequence to limit himself to just one of the processes. Mr. Letterpress is only kidding himself if he thinks he can handle business belonging to Mr. Offset, and vice versa. Both have their specific advantages.

Announcement Probably Perfect

HARMONY-WOODRUFF, INCORPORATED of Sapulpa, Oklahoma.—Thanks for the shiny dime which seemingly we'll be the first to spend, and for a cigar to contemplate the days when Claude Harmony, as a comp. and foreman, was a contributor of fine typographic work to this department. We have rarely, if ever, seen an item as small as your

6½- by 4½-inch folder, "Our 25th Anniversary," so beautifully and at the same time effectively handled. Fine feathers do make fine birds, and you prove this with the stock selected for this announcement. "Mr. Strathmore" might well have ordered and distributed thousands of copies. The stock is heavyweight blue, silver-flecked to look like falling snow. On the front, near bottom, there's a 12-point band of silver bleeding off the sides. Just above this, but not too close for comfort, "Our 25th Anniversary," in a good size of the beautiful Trafton Script, appears in a deep blue, also used for the text headed "1931-1956" on page three. The silver band extends across pages 2 and 3, at the same latitude as the one on the front, below the type of page 3. Where does the dime fit? Between the dates above the text, where it makes a much more effective decorative piece than any printed ornament, besides being useful. We will most reluctantly remove the invisible tape holding the dime in place, as most will—which makes the item all the more effective.

Brush Stroke Panels Effective

JAMES J. SMIDL, Yakima, Washington—We remember you and the excellent work you submitted years ago, even without having heard from you in a long time. We're not in the least surprised by the really super-quality of the items you have sent, products of the Republic Press, of which we note you're manager. Despite your position, we suspect you had a hand in this work. Your early work was basically as sound as that represented on the dozen or more items you now submit. The difference is that in the larger place and with greater facilities—particularly type, more important work, and especially offset equipment—you are able to spread yourself, even if through others, who must also be fine craftsmen. We may have helped you in the old days, as you are kind enough to write, but the benefits now float this way. It is helpful to have such work as you do for reproduction and/or to write about to give others ideas. Most good typographers and designers embrace some practice or device to such an extent that it seems like a pet and may often earmark their work. Yours seems to be use of brush

Approximately at this spot in April "Specimen Review" two pages from a folder "We don't need to advertise" appeared. Writing cut lines at make-up time—purposeful practice to better fit out our pages and avoid alterations—we "jumped to the conclusion" the Victoria Press was of Victoria, British Columbia, rather than Montreal, Quebec, which is the fact. We have a not-too-good excuse in that the folder, issued for local distribution, didn't carry a city name, and Victoria is usually associated with B.C.

stroke color masses or the same in oval, round, or other forms, graying off here or there *a la vignette* or all around as background for a headline, group or display or block of text. Such masses of color, if not too strong in tone (and yours are not), obtain the advantages of color, brightening and enlivening the printed item, but function in emphasis and display by often spotlighting the display to which attention is desired. These color bearers point up one of the advantages of offset over letterpress, specifically in the economy of platemaking. Our greatest thrill from renewal of relationship with you comes from the series of large two-color advertisements, twenty-six in number, to appear in your company's affiliate, *The Republic*, a newspaper. One or more of these will be shown in this department later so that our other readers may have full benefit. We don't like to delay reviews but you will get double notice. Having gone this far, we should inform other readers that the series is titled "Origin of the Alphabet," which accounts for the twenty-six advertisements. Each ad leads off with a very large ornate letter, beginning with "A," in the upper left-hand corner. A significant sketch is at the right and lower of same object having significance in connection, these with following text within wide border in red. Below the big letter there is a small block of text on the derivation of the character from pictographs, through hieroglyphy, all the way down to present construction. The text

Only in men's
imagination does
every truth find
an effective and
undeniable existence.



not invention, is
the supreme master
of art as of life.

—Joseph Conrad

Give me
the young man
who has
brains enough
to make a



of himself



ROBERT LOUIS STEVENSON

Two from a packet of 4- by 6-inch motto cards by Merald E. Wrolstad, of William J. Keller, Incorporated, Buffalo. Turned out as a hobby, possibly with idea of use for subtle, good-will advertising, the small portfolio would function as such. Originals are, respectively, printed in red and black on gray, deep blue and black on white

following in rather large type features your service, and opens with a word beginning with the letter featured in the particular advertisement. For example, "Bookbinding" is the opening word in the "B" advertisement, "Color" for the one in which the history and styling of the "C" is featured. One or two of these ads will be reproduced just as soon as our make-up presents an adequate spot.

Smart Types Spark Fresh Layout

AL. H. OLSON, International Falls, Minnesota—It is good to have your letter saying this department has been helpful over the past twenty-five years. If, as we believe, what you have seen and read here has been just supplementary to your own native ability and that of others on the shop staff of the Border Publishing Company, we feel rewarded as your work is excellent. There is a fresh look in almost every item as a result of interesting, informal, or occult, balance in contrast with the usual formal centering. Even the single centered item, the title page of the 1955 high school commencement program, registers effectively because the contour of the centered lines is made pleasing by the definite variation in the length of succeeding lines. The type is both attractive and appropriate. (Groups of lines of about the same length are awkward, and lack grace.) Here another fine feature of your work is brought to mind: We receive specimens from hundreds of places, big and little, and know the types available to your customers are in number and quality comparable with those usually represented in work coming from metropolitan areas. You may look forward to seeing several items reproduced in later issues. That you and other readers may understand why reviews, which we don't want to delay, and the showing of the same items can not appear in one issue, you should know that for the best balance and arrangement of our complete pages we must have several dummies in process all the time, and the first completed is the first run. We especially compliment you on avoiding black ink wherever possible. Browns, deep greens and blues will function as well as black for comfortable reading and in addition, brighten up the work. Even gloss blacks are dull in comparison. We particularly admire the letterheads of Rambler Motel, Harold's and Mando Country Club. Spacing lines of italic caps, which we abhor, can be difficult, if not impossible, when certain characters like first "A" in the name "Douglas G. Anderson" are involved. The second "A," starting "Anderson," is not so difficult because it is at the start of the word and the line, but the one in "Douglas" looks very bad. For even a satisfactory effect, every other letter of these words would have to be letterspaced, with a bit more between "A" and "S" than elsewhere. We admit a prejudice against extra-condensed types, and especially that of the top display of the cover "My Career Ahead," but the prejudice stems from a lack of esthetic merit in the type. A single letter must be well proportioned, and have a good relationship of height to width. Bodoni is regarded as standard in this respect. Condensed types were designed for short measures—tight spots as it were, like the column of a newspaper—and it is incongruous to find thin types in wide measures or areas.

LETTERHEADS



TRI-ARTS PRESS, INC.

ADVERTISING TYPOGRAPHY & PRINTING

331 EAST 58 STREET, NEW YORK 16, N.Y.

MURRAY HILL 6-4242



3151 Fillmore Street
San Francisco 24, California, U.S.A.
Telephone [O]cean 7-9089

LEIALOHA *Polynesian TOURS*

339 Beretania Road
Honolulu, T.H.
Telephone 9-1042

FRANKLIN PRINTING COMPANY



BUNTING LANE • PRIMOS, PA.

Granite 4-6415
Madison 4-1091



HERBERT W. SIMPSON INC.

DESIGNERS of Sales and Institutional Printing

109 Sycamore Street Evansville 8 Indiana
Telephone HArrison 5-6541

*D*ividend Investment Company

HOME OFFICE
1011 PENNSYLVANIA
DENVER, COLORADO
Tabor 1-1124



The Philadelphia Club of
Printing House Craftsmen

Position of monogram amid so much white space lends distinction to top letterhead. Color on original is soft, pale orange. Original of next, by Bert Bryce, San Francisco, is in green on India stock. On Franklin original, color is pleasing light green, paper white. Able designer Herb. Simpson is one using Caslon often and effectively—to his credit. Color on his original is deep red. Freddy Pannebaker, Denver, used a rather heavy green-olive and black (white paper) for investment company's letterhead. An odd type may serve very well if used alone as last design, printed in two shades of green, shows

VIII. RULES IN TYPE DISPLAY

★ When rules are used as in Figure 63, (June *IP*), to set apart sections of a form, they should be placed where a change of thought occurs, as in that example. Their use indicates and suggests a pause which the reader quite naturally acts upon.

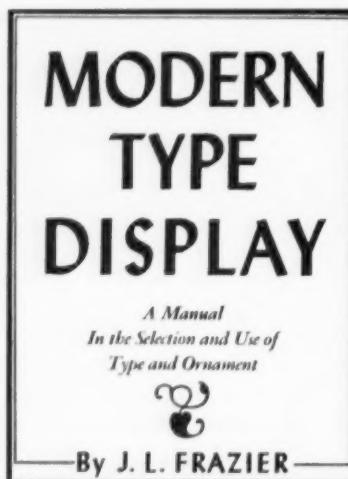
When considering Figure 60, (June *IP*), the effect of the unity is secured by use of rules to form a panel. In that particular example it was essentially a problem of making certain portions of the copy independent from other portions. We were aiming for unity of content rather than unity of form.

It is quite important that our displays as a whole have an appearance of unity. Advertisements, cover designs, etc., although composed of many lines and some illustration, must be made to appear unified if they are to be effective in holding attention as well as in attracting the eye.

The eye cannot concentrate upon many things at the same time. Often, it rebels at even looking at things which are loose and disjointed. Unity must be brought into play, and unity in this respect depends on several things. Symmetry, or formal balance, tends to preserve it; contour indicates it quite distinctly; margins, if sufficiently wide, safeguard it completely; but when the margin is not of sufficient width—and it is yet necessary to preserve unity—a border provides the final opportunity.

In addition to the general effect of unity which the use of a border largely insures, an effect which is necessary if the form is to be wholly pleasing to the eye,

(CONCLUDED)



a border serves the practical purpose of defining the limits of comprehension clearly. It helps to keep the eye from wandering to other parts of the page, exerting a strong tendency to force the eye within its enclosure.

In addition, and as it adds strength and stability to the form, a border offers great possibilities for giving an advertisement individuality. In the majority of cases, even where other qualities such as symmetry, contour and margins tend to provide a sense of unity, a border of plain rule goes farther than anything toward making unity certain.

Here, indeed, rules find their greatest usefulness, the advantages they afford justifying their almost general use as borders for advertisements. Although rules do not provide an element of ornament to the extent that decorative borders do, and while they do not present the same opportunities for lending atmosphere, their use is not attended with certain dangers that accompany the use of more ornate materials. Rules can be used with propriety and to good effect with every style of type, except, perhaps, the decorative texts, which are little used in general display work.

On the other hand, decorative borders must have characteristics in common with the type they surround and harmonize with the nature of the subject matter. Furthermore, a border that is more attractive in itself than the message in type which it surrounds—as decorative borders quite frequently are—makes concentrated attention to the advertisement out of the question.

The advantages of plain and modest rules for border use are obvious, the only important requirement to harmonize them with the type being to match the strength of the type with a rule border of similar weight. Contrast, of course, may be the quality desired.

To illustrate the effect of unity which rule in use as border imparts, Figures 64 and 65 are shown. Figure 64 is a horrible example of lack of unity, both insofar as holding the content together—that is, marking the limits of comprehension—

Bishop's China House <small>Next to the Biggest Store in Monmouth</small>	
Harvest Dishes at Bottom Prices	
<small>CLOSING OUT OLD PATTERNS</small>	
Jelly Glasses and Jelly Molds.	Mason Fruit Jars and Jar Caps.
Glass Water Sets—All styles and prices.	Glass Tumblers—From 3¢ to 50¢ each.
Big Assortment Guaranteed Aluminum-Wear at Reasonable Prices	
Lemons, special price, 12 for 40¢	

Figure 64

Bishop's China House <small>Next to the Biggest Store in Monmouth</small>	
Harvest Dishes at Bottom Prices	
<small>CLOSING OUT OLD PATTERNS</small>	
Jelly Glasses and Jelly Molds.	Mason Fruit Jars and Jar Caps.
Glass Water Sets—All styles and prices.	Glass Tumblers—From 3¢ to 50¢ each.
Big Assortment Guaranteed Aluminum-Wear at Reasonable Prices	
Lemons, special price, 12 for 40¢	

Figure 65

and as the advertisement as a design are concerned. The scattering of the several parts makes it difficult to concentrate attention on the advertisement. Measured by the standards upon which unity depends, Figure 64 is utterly lacking in that desirable quality.

How a border helps in achieving unity is quite plainly seen when we consider Figure 65, the same display with the single addition of a rule border.

While a single plain rule serves all practical purposes of division between parts of a display and in the formation of borders to hold our designs together, parallel and double rules, as well as combinations, often may give better finish to the composition. Rule is harmonized with type by matching the type with rule of the

bination with type, as in underscoring, rule has an effect that is pleasing or displeasing according to how the heavy notes of black are placed.

In the use of rules in the formation of borders, we find opportunities almost without number where rules may be employed to vary the effect of typographic design. While serving all their practical purposes, they may prove of great value from the standpoint of ornament, often being employed to give to the design as a whole a most novel and distinctive appearance and a value in attraction that would not result from conventional use.

The bleed border, one at the edge of a page, affords a striking variant to the conventional style with a margin. Plain rule in color is ideal for this treatment.

BODONI

Bodoni Open

Caslon 540 Italic

SPARTAN HEAVY

Goudy Text

Flash Bold

Century Schoolbook Italic

Bulmer Roman

Figure 66

same strength. Thorough harmony is secured by using double rule (a fine and heavy line) with type faces which are characterized by widely contrasting light and heavy elements, such as Scotch Roman, Bodoni, etc. The theory behind the use of the double rule is that the heavy line matches the heavy elements of the type characters while the light line matches the fine elements of the letters. Such a theory is, of course, sound. On the other hand, when using styles of type, such as Bookman, that have little variation in tone, parallel rules (those in which the lines are of equal thickness) should be used. The suggestions given above, and Figure 66, provides a sufficient basis upon which to determine the kind of rule required to create a pleasing appearance optically.

In the possibilities rule provides for adding "color," that is, blackness, to type display, it plays a decidedly important part in the formation of pattern, which is nothing more or less than a combination of balance, contrast and good form. In serving to make a strong emphasis in com-

While many pages could be filled with illustrations showing how rules may be used effectively in a decorative capacity, we will leave the subject temporarily with the foregoing explanation of their basic applications and functions. It could seem repetitious, possibly even wasteful of limited space, to explain any application of rules in typographic display which must be given consideration in later articles of this series.

Rules may decidedly affect design as such, especially with respect to harmony and contrast, which will be evident when, in the articles which follow, the basic principles determining *appearance* are explained and illustrated. The simplest, most basic fundamentals have now been covered.

To many, including the writer, an understanding of those design principles has brought certainty of what to do and what not to do. To a very great number that understanding has sharpened natural good taste, provided rule-of-thumb guidance for those less gifted with the important sense of the "fitness of things."

13 Craftsmen District Representatives Honored

(Concluded from page 55)

House Craftsmen and of the Trade Typographers and Compositors of Los Angeles. He is a trade compositor and owner of Modern Typesetting Co. He is assistant chairman of Printing Week in the metropolitan area of Los Angeles. Twelfth District deputies are Burton E. Lindberg and Robert M. Ritterband of Los Angeles.

J. ERNEST DUCHARME (Fourteenth District), outstanding craftsman of this year in his area, spent his swaddling clothes days in St. Paul, Minn. After he advanced to the long-trouser stage he majored in graphic arts subjects for two years at the University of Minnesota. In 1924 he began serving his apprenticeship at Webb Publishing Co. He left this plant in 1939 to go into business for himself along with three other persons. War conditions two years later made it necessary for him to give up that work and join Jensen Printing Co. He became vice-president and manager of Kamman-Art Printing Co. in 1945. Six years ago he returned to Webb Publishing Co. as composing department superintendent. He thumbnails his craft services this way: club president, vice-president, Printing Week chairman and speaker, Conference chairman, gavelman for various committees. There are no deputies in his district.

THOMAS L. COOPER (Representative-at-Large) from Atlanta, is president and general manager of Southern Photo Process Engraving Co. He has had 20 years experience in engraving ranging over plant, production, sales, and management areas of the business. He has been manager of a large metropolitan newspaper plant and has owned and managed his own commercial plant since 1950.

Mr. Cooper is a past president of the Southeastern Photoengravers Association and a past member of the executive committee of the American Photoengravers Association. He is a director of Photoengravers Research, Inc. He is a past president of the Atlanta Club of Printing House Craftsmen and as such started Printing Week in Atlanta by appointing a committee to celebrate it the following year, 1951.

He spent three and one-half years in the Air Force during World War II as chief of the photo-intelligence section of a heavy bomb group. He studied commercial art at the University of Georgia and illustration at the Atlanta Art Institute while working as an engraver at night.

His knowledge of illustrative art and photography has contributed to his company's reputation for excellent reproductions of fine art collections, flowers and bird paintings. He lives with his wife at 21 Blackland Rd., Atlanta.

OFFSET

Copy Preparation • Camera • Darkroom • Dot Etching
Platemaking • Ink • Paper • Presswork • Chemistry

Offset Improves Position of Any Letterpress Printer

- Offset equipment will keep letterpress shop from losing jobs altogether
- Small printers particularly can benefit by installing minimum of equipment
- Competition ruthless unless your plant can speed up service, lower costs

★ An old but ever new story is told of two partners in a profitable small letterpress plant. They were discussing with an offset machine salesman whether to add this section. Matters of equipment, operating methods, selling prices for the product, etc., had all been under consideration.

Finally, the decision was to be made as to whether action should be now or later or not at all. The conservative partner sorted through some two dozen jobs they had printed recently. He picked up one and then another, and still several more, with the comment that "If we put in an offset section, we'll have to take from our letterpress department this, and this, and this . . ." The salesman interrupted with, "If you don't, someone else will!"

Below the level of the field that in the past has been considered for the sale of principal machines—either for letterpress or for offset—is that composed of plants having none but small presses. This points to shops not aggressively solicited to buy large units for composing room, pressroom, or other departments.

There are a great many letterpress shops where 14x20 is the maximum for which they are equipped. Historically, most of the older plants entered business on a like modest scale, but their ambition led them to install cylinder presses and to go after the work suited to this greater capacity.

Won't Accept Short Runs

While nearly all general printing plants will accept jobs 14x20 or smaller, the larger of these shops do not cater to this work unless the runs are long enough to be printed two or more up, or when its nature is such that the paper stock used is specified by the customer only in an indefinite way. This favors its being printed in combination with other small jobs, at the convenience of the printer and more to his operating profit. Substantial economies in such plants are found in work that can be ganged on their cylinder presses.

By Fred W. C. French

The 14x20 size will cover almost a newspaper page. This meets the demand for anything between business cards and most throw-away or direct mail folders and leaflets for neighborhood stores, and even such work for larger merchants and manufacturers. In greater part, all these have relatively short runs, and frequently they are not competitive from the production standpoint.

In many cases, so far as concerns general layout, display, and pictures—even at times some of the copy—they can be submitted to the customer very nearly complete. If in this and in other imaginative ways a plant is kept reasonably busy, the volume can be more than profitable.

Plants with limited press sizes are to be regarded in no sense as negligible. One owner of such a shop—twenty-five press units or so—had a sound philosophy. If half of these small presses stood idle, even for several days, he was not greatly con-

cerned; at the worst, he could lay off a comp. or two and a few press helpers. With a battery of idle cylinders, however, he wouldn't sleep so well nights. One can't lay off a good stoneman or a good press crew, and let the standing presses with their relatively high cost eat their heads off.

Many years ago it was accepted as a truism that once a man had a few Gordon presses, several fonts of type, a stone and a few storage racks, all paid for, the shop could not be put out of business. This is still true. An able man with a couple of good helpers can make a living under any condition short of general disaster.

Work Range Widened Appreciably

However, with the installation and use of minimum offset equipment, the work-range is widened appreciably. The intelligent use of the camera and of the simple procedures for platemaking gives to this process very real advantages on many classes of small printing.

Of course, printers do not operate in a business jungle. Nevertheless, competition can be ruthless, especially when the advantages of faster service and lower production costs are based on better machines and simplified methods.

Fred French Has Long Background in Letterpress-Offset



Fred French, author of the accompanying article, served his apprenticeship in a country newspaper and job office in Ohio. He barnstormed in the Middle West and East for several years, then went through Monotype school in Philadelphia. He worked on Monotype keyboard for several years and then on Linotype for year and a half. He later was foreman of composing rooms and superintendent of a trade plant in Chicago for five years. After that, he sold trade composition and Monotype machines.

Mr. French came to Philadelphia in 1932 as director of research for the Lanston Monotype Machine Co. and was active in marketing Monotype-Huebner line of photomechanical equipment in that area.

Mr. French was on leave to the Office of Chief of Engineers, U.S. Army, 1944-46. He returned to Monotype as assistant to the vice-president in 1947. He is a member of the American Society of Photo-grammetry and a charter member and former secretary of both the Philadelphia and the Washington Litho Clubs. Mr. French retired last summer and still lives in Philadelphia.

It is an axiom in the theory of price making that the prevailing charge for a commodity or for a service is the lowest that can be set as a break-even figure by the purveyor who uses the least efficient production process, just so long as this charge is paid by a major proportion of the market. When this price no longer can be collected, the method becomes obsolete; it is superseded by one founded on other more efficient machines or practices. This in turn can be displaced by further improvements in efficiency.

From the largest shop to the smallest, truly alert management is studying production methods in terms of the price structure to determine the jobs that can be handled most profitably at current prices and especially to recognize the kinds of work that no longer are remunerative at lower prices seemingly in general effect.

Many larger printers support their own research departments whose function is two-fold—to study machines and methods now in the plant with the intent to lower the unit cost of operation, and equally to investigate newer machines and routines with the same end in view.

Small Printer Can't Do Research

The smaller printer cannot operate a research department. Many are larger than his whole plant, and work on a budget exceeding his total sales. However, if he suspects that his industrial position may be unsound, there are avenues open to him by which he can come to much the same result as that reached in general by the greater research departments.

He can read carefully the technical articles in his trade magazines; he should evaluate the advertising of the dominant suppliers in the graphic arts; and always he can attend trade conventions. There, he can talk seriously with recognized trade leaders and he can listen to the stories of what they are doing and how they do it.

The extreme urgency of such a study by the smaller printer is indicated best by a "yesterday" and "today" scrutiny of the market in which he must look for orders to keep his plant operating gainfully.

Large manufacturers of printing have taken over perhaps 99.44 per cent of envelopes of all sizes and for all purposes; they dominate the making of multi-copy forms, shipping and other tags, single-color and multicolor labels, pads of order blanks, and dozens of other items that in the past have been classed as general job work.

Some of these printing manufacturers have one or two immense plants, others are chains with shops located in strategic cities, still others have branches in the East and Middle West or on the West Coast. Often, this shifting of work to the big organizations has been accompanied or even preceded by the design of special machines and by the revision of factory routines—directly applied research.

In many other cases, lowered costs have resulted from a closer study of machines and methods already in use, followed as a consequence by material improvement. The net results have been a lower unit cost, a decreased selling price, and almost always by a greater margin of profit.

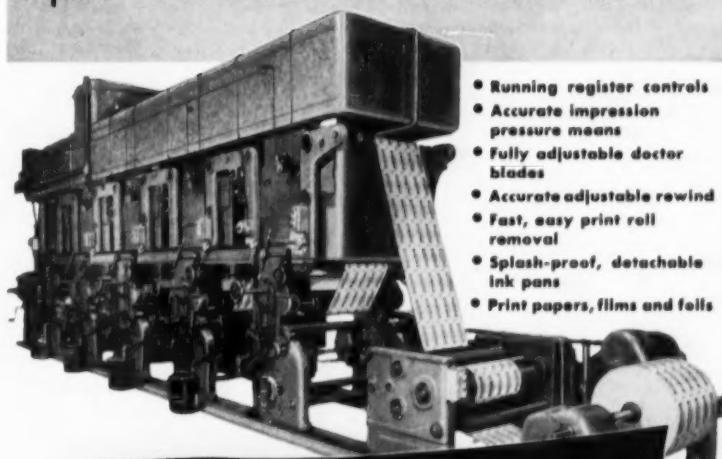
With the broad expansion of the use of offset in the past twenty-five years or more, and especially in the last ten or fifteen, a new and vastly improved tool has come into the competitive situation. This is the modern camera, designed in particular detail for this process. With it there are being produced accurate repro-

ductions, in whole or in part, of work previously made in any size with any combination of hand and machine procedure, and printed by any process.

Illustrations are used without the greater expense (and longer time) for line and halftone cuts; hand-lettered display is copied and combined; stripping of borders and other material is feasible, and a greatly reduced cost for color-break of type and combination forms results, with hairline register maintained throughout.

Of pointed interest is the design of all-purpose offset presses for smaller work. The first of these in general use was the

Improve COLOR REGISTRATION—IMPRESSION—CONTROL



- Running register controls
- Accurate impression pressure means
- Fully adjustable doctor blades
- Accurate adjustable rewind
- Fast, easy print roll removal
- Splash-proof, detachable ink pans
- Print papers, films and foils

with this HUDSON-SHARP No. 2-RA Rotogravure Press

Designed for unusually accurate printing register of one to five colors at very high speeds on glassine, cellophane, film, laminated foils and a wide range of papers. Prints web widths of 20" minimum and 50" maximum with print repeats from 15" to 36". Each color unit is complete in itself and all units are mounted on a common base plate and connected by a single drive shaft. Simplicity of design makes the machine one of the simplest

to operate — easiest to readily make quick change-overs and clean-ups. Passageway is provided between each color unit for similarly easy access to printing roll and doctor blades. The 2-RA features special re-circulating hot air drying units which adequately accommodate the machine's high speed operation. Rotary sheeter or folder can be added. Write for complete description — learn what this press can do for you in increased production and profits.



Write for new brochure showing our complete line of machines for processing paper, film and foil products. No obligation of course!

HUDSON-SHARP

machine company

Green Bay, Wisconsin

New York Office:
55 West 42nd St.

WRAPPERS • PRINTING PRESSES • WAXERS • EMBOSSELS • AUTOMATIC ROLL WINDERS • LAMINATORS • FOLDERS



Carl R. Schmidt (left), retiring Lithographers National Association president, presents a scroll to William R. Wadewitz, president of Western Printing & Lithographing Co. on behalf of his late brother E. H. Wadewitz, past president of LNA, for his leadership and services in the lithographic field



Officials of the Case-Hoyt Corp., Rochester, N.Y., letterpress-offset printers, look over plans for plant addition of 24,000 square feet of floor space firm will occupy this fall. Left to right: William Baker, vice-president; William Maxion, vice-president; E. F. Rawcliffe, vice-president and general manager; Harry Wisner, president, and Willard Case, vice-president. Case-Hoyt was formed in 1919, installed offset equipment in 1949, and has expanded to an organization that employs more than 300 persons

Otto Becker (center), president of the Mercury Lithographing Co., Miami, Fla., was too excited to hold his certificate or the winning piece which won the grand award in the 17th Annual Exhibit of Southern Printing held in conjunction with the recent Southern Graphic Arts Association convention, so he lets R. G. Graham (left), director of manufacturing for the Methodist Publishing House, Nashville, immediate past president of SGAA, and Forest Lloyd, managing director of the Printing Industry of Greater Miami, hold them for him. J. Tom Morgan, Jr., Columbus, Ga., is the new head of SGAA



Multilith, sold with a camera and the very simplest of the necessary press plate-making units, the whole controlled and integrated in accordance with a plainly written instruction book.

Marketed As Office Appliances

These groups of machines were marketed as "office appliances," and as such were intended to be operated by boys or young women. If they were thought of at all by printers, they were most lightly regarded. It was looked upon as laughable that even a small negative or offset press plate could be made with "patent medicines," as they called the ready-mixed solutions furnished.

Still more absurd, so it was said, was the notion that procedures could be detailed to the extent of putting them into words and printing the words intelligently in booklets. Everyone had been influenced to feel that offset formulas were secret, each the result of a lifetime of experiment and practice; and that the proper sequence and manipulation of operations required years to learn.

Even the Lithographic Technical Foundation later had trouble converting lithographers from these notions, in which modernizing work the Litho clubs merited greatly for their down-to-earth practical and open discussions.

After several years came the Davidson, and with it a more intensive sales effort was aimed to equip printers with the machines that in business offices were reducing the printer's market—price lists, sales bulletins, discount sheets, single-color illustrated announcements, all sorts of envelope stuffers, and dozens of other small jobs, some of which perhaps would not have been done at all if letterpress were to have been used. "Office appliance" offset was becoming respectable, but the more complete stage remained to be seen.

Emphasizing that actually there is a field for small offset equipment in plants not previously regarded as prospects are (1) the recognition of this market by many leaders in the supply business and (2) the tacit accord that 14x20 is the dividing line.

Condensing a long development story, ATF made up a "package" for small printers—a more exact statement would be that the package was for printers (even of larger size) who wanted to go all the way into offset, but with a minimum investment. The ATF package included their Valette camera and their Webendorfer press; with all accessories. Both Harris-Seybold and Miehle saw this market for presses, and initiated new designs for the new need. Linotype bought the Davidson and put into it the ability of their engineers and behind it the skill of their nation-wide sales force calling on letterpress printers. ATF brought out later a new smaller camera of their own, a smaller Webendorfer press, with all accessories—



Raymond Blattenberger (left), U.S. Public Printer, receives honorary membership in Washington Litho Club from Jack O. Blades, former president of the National Association of Litho Clubs. V. C. Blight, Deputy Government Printer of Australia was a guest at the Litho Club meeting.

a new "package." A number of new cameras also came into being. The lineup as of late 1955 is about as follows:

Letterpress (Precision) Presses

Miehle Vertical	14x20
Banthin	13x20
Little Giant (ATF)	12x18
Harrison (Canada)	12x18
Craftsman	12x18
Grafopress (English)	10x15

Offset (Precision) Presses

Multilith	14x20
Davidson (Linotype)	14x20
Webendorfer (ATF)	14x20
Harris-Seybold	14x20
Miehle (Lithoprint)	14x20
Rotoprint (Canada)	14x20

Offset (Precision) Cameras

ATF	18x18
Consolidated	16x20
Robertson	16x20
Miller-Trojan	16x20
Argyle	11x14
Three-Color (Detroit)	9x13
Microtronic (N.Y.)	9x12

The presses and cameras in the above lists are those whose work size falls within the maximum stated. It is not implied that they should be considered only for letterpress shops whose output is no larger than 14x20. In fact, many plants could find advantage in selecting initial offset equipment in these sizes. The investment is less than for larger machines; the wage scales are relatively lower; and perhaps most important, very little of the competition would be from the greater mass-production shops.

All of the presses listed, both letterpress and offset, are offered by their manufacturers as precision machines. The same can be said for well-adjusted machine-fed Gordon presses. Further, all of the offset presses are capable of sustained

high-speed production. Perhaps a few of the cameras may not qualify for precision in the current understanding of the word, but they all will make usable negatives for line work, and some will make halftones, either with glass screens or with contact screens.

The presses are being advertised and sold aggressively, and along with them are the cameras, offered by the press salesmen as part of a "package" or separately by the camera manufacturers. Together, the printer who buys them wisely and uses them properly will be equipped to hold in offset much of the work that cer-

tainly will leave his shop if he stays in letterpress alone.

(Part II will appear in August issue)

Lithographer Convention Dates Moved Up for Next Three Years

Lithographers National Association has announced earlier-in-the-year dates for its next three annual conventions. The 1957 program is timed for April 1-3 at The Greenbrier, White Sulphur Springs, W. Va. Arizona Biltmore Hotel, Phoenix, is the place for the 1958 convention during the week of April 27. The 1959 meeting will be at The Greenbrier.

Write for this New and Complete Catalog of Vandercook Pre-Press Equipment . . .

Including 24 models of proof presses and test presses—hand and power operated—ranging in price from \$180 and up.



* Read about Vandercook's new developments

* the new automatic Ink Feed

* the new Vandercook 15-21 Test Press

* the new 29-24 Short-Run Press

* the new 15-20 Dry Offset Press

* the new Impression Gauge Blocks

* the Vandercook Minimum Makeready System

This catalog is an example of the fine quality letterpress which can be printed with practically no makeready, using halftones mounted on "Lite-Base" and the Vandercook Minimum Makeready System.

VANDERCOOK & SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factory
3601 W. Touhy Ave., Chicago 45, Ill. Phone: ROgers Park 1-2100
Eastern Office & Demonstration Room
323 E. 44th St., New York 17, N.Y. Phone: MUrray Hill 4-4197
Western Office
3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUnkirk 8-9931
In Canada, Sears Limited



THE PRESSROOM

By George M. Halpern

Questions will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential upon request.

Ink Drying Time Is Determined by Form Materials

- Materials making up the form have different affinities for delivering ink
- Press actions—whether "clamshell" or "rotary"—present varying ink needs
- Halftone dot size also affects ink control, delivery, and drying time

A pressman is primarily concerned with the effect that the combination of form, ink, and paper can produce. It is not unusual, therefore, for him to place emphasis on the effect that problems will create, rather than in seeking the underlying cause. It has been my experience that many problems are caused not by ink or paper alone, but the failure of the pressman to understand the nature of the form and its effect on the drying of inks.

The form determines the amount and manner in which ink is delivered to the stock. It affects ink delivery in three areas: (1) the material of the form and its affinity for ink, (2) the type of form and its effect on the amount of ink delivered, and (3) the relationship between form and press printing action as a determinant of the amount of ink delivered.

The triumvirate of ink, form, and paper, when considered in terms of drying, may be stated as: *moisture, delivery of moisture, absorption and elimination of moisture*. The ink represents moisture. The form delivers the ink to the paper. The ink dries on the paper, so that it is the ability of the paper to absorb the moisture that completes the drying process.

Forms Made of Various Elements

Inasmuch as the form plays such an important role in the drying of inks, it is essential for the pressman to understand the types of forms, how the various elements of the form are made, and the function of the form elements in delivering the ink to the paper. This knowledge will aid him in determining the paper-form relationships, and his ink-form relationships. It should help him to prevent problems and increase production.

Forms for any of the three major printing processes may contain elements made from lead, zinc, copper, aluminum, magnesium, plastics (vinylite, bakelite), rubber, and special coatings such as nickel, steel, chromium, etc. All of the above mentioned materials differ in their af-

finity for ink and moisture, and have different chemical reactions.

The average commercial letterpress printer may be more affected by the differences in these materials because his forms may contain a combination of these substances. There have been many instances where original and duplicate forms have been run simultaneously on corresponding presses, and the amount of ink used on each press differed, all other factors being equal. The drying time on the same job also differed for each press.

So that there will be no misunderstanding, the term ink affinity is used here to explain the ability of a material to *hold the ink*, and to deliver it to the paper in such manner as to reproduce a clear, sharp image. Materials with high ink affinity may not require as much ink as materials with lower ink affinity. Copper is preferred over zinc for this reason, in the

It's carrying things pretty far, but this gal is said to be a private investigator (name's Sally Craig) scanning a printers' directory for potential participants in the 1956 PIA Printers' and Lithographers' Self-Advertising Exhibition and Awards Contest. We swear it! That's what the publicity piece said!! Contest deadline Sept. 28

manufacture of fine halftones and very fine line work. The same holds true for process printing plates.

Materials with a low ink affinity tend to exert a greater adhesive force on the ink molecules. The spaces on a halftone plate, if it were made of zinc, would tend to fill with ink molecules. This is why the trade sometimes believes the zinc to be more porous than copper.

Another effect of the use of materials with low ink affinity is lack of clarity and sharpness in the print. Slurring of halftone dots can be traced to this cause. Ink slop-over on zinc line plates is also due to this same cause, and creates a slur on the edges of these plates. Ink slop-over on copper plates is usually an indication that too much ink is being carried.

Drying Time Varies With Material

It is not unusual to find that where a form is composed of different materials the drying time of the end product differs according to the materials used for each area. For instance, it is quite common to see offsetting on one part of the sheet and not on the other, although the fountain has been set properly. Proper fountain setting might mean carrying more ink on one part of the form because of the *low affinity* for ink that part of the form has. It is much easier to set the fountain uniformly for a form that is made up of one material. It is also often cheaper to go to the expense of having a duplicate form made of one material. Of course, where very long runs are required there should be no further discussion on this point.

While the offset and gravure printers have uniform plate materials, the change from one substance to another for these plates will create its own problems.

There are two basic types of press printing action. The first is a complete impression made with one stroke. This can be represented by the clam-like operation of the platen press. The second type is the sequence impression in which one strip of reproduction follows another in an orderly pattern until the form is completely reproduced. This is represented by rotary and flat-bed cylinder presses.

While any type of form may be used with both kinds of press printing action,



the press printing action determines the amount of ink which ultimately is applied to the form. In a complete impression press, the force of the press is spread over the entire form. The sequence press delivers its force to a small strip of surface at any one time.

To compensate for the smaller amount of pressure per unit area, the complete impression press requires a greater amount of ink. Conversely, because of the greater pressure per unit area, the sequence press requires less ink. Pressmen who have had experience on both types of presses know that for like forms of halftones, line cuts, and type, they have always had to carry more ink for the platen job than for the cylinder job.

The result of having to carry more ink on the one-stroke type press is that jobs reproduced here will take longer to dry than if they had been run on a sequence impression type press.

The very nature of the ink delivery requirements preclude the use of certain types of forms on the complete one-stroke type press. These are printing of large solids and halftones, large areas of small size type, and full size forms. However, the sequence type press is capable of printing all types and kinds of forms, although small jobs may be uneconomical this way.

It is wise to consider the kind of impression required. Forms composed entirely of type dry fairly rapidly. Those made up of line cuts depend on the kind used. They may be lines of different widths and distances or they may be solids, reverse plates, benday, and velox prints. Although the latter two processes have tonal value, they are considered line because the screen is introduced into the copy itself, prior to being "shot" by the camera. They need not be photographed through a screen a second time. In each case, the length of drying time of the printed form will depend upon the width, number, and closeness of the lines.

Halftones consist of copy which has been photographed through a screen. In nearly all printing processes, tonal value and gradation can only be reproduced by a series of "dots" which differ in size depending upon the subject or copy photographed. These "dots" are created by a screen pattern which is placed in back of the camera lens and results in a superimposition on the copy. It is visible on the negative and subsequently on the printing plate.

The usual copy for halftones is wash drawings, actual photographs, vignettted material, charcoal drawings, and paintings. Because of the nature of halftones, some of the dots are larger and some are smaller. In a halftone composed of large dots there will be correspondingly small spaces between the dots; while in a halftone basically composed of small dots, there will be a correspondingly larger amount of space between these dots.

Ink is applied to the surface of the dots. For a given area the halftone composed of small dots will deliver a smaller mass or amount of ink than will the halftone consisting of larger dots. The greater amount of ink delivered to an area, the longer it takes to dry. Therefore, halftones made up of large dots take longer to dry than those with small dots.

Process plates have a category all their own, although they are basically of halftone composition. The reason for this is that special skills and techniques are required for their reproduction. They have problems peculiar unto themselves, which a straight black and white halftone does

not suggest. However, since the dot structure is the same as on a regular halftone, what has been said in regard to mass of ink to unit area relationship for halftones also applies to process printing. There are a number of differences which lie in other directions, such as trapping problems, moiré effects, etc., which will be explained in a later article.

What can be concluded here is that the type of form strongly affects the drying rate of the ink because of the amount of ink. Once the ink has been delivered to the stock, it is the paper-ink relationship which takes over to complete the drying process.

COMPOSITORS! PLATEMAKERS!

**Add Savings and Profits with these
MORRISON Modern Time-Savers!**

MORRISON SAW TRIMMERS



**Morrison
Model 3-A**

Workholder, .75-Pin Gauge, 135-Pin Swing Out Extension Gauge, Standard Line Up Gauge, Right and Left Hand Mitre Vise, Saw Grinding Attachment with Universal Saw Blade, Emery Wheel, Trimmer Grinder, Waste Receptacle, Motor.

**Morrison
Model 45**

WITH FAST
PISTOL-GRIP
SAW ADJUSTMENT

**Morrison
Special
Saw
Trimmers**

BENCH MODEL CABINET MODEL
Compact, low priced, capable of handling variety of work, designed for smaller plants where space is limited. Have many features of higher priced models, with many parts and attachments interchangeable.



**Morrison
Slug Strippers**

Simplify plate and type corrections without mortising
CABINET MODEL BENCH MODEL

Valuable time-savers in any composing room. Cut Linotype, Intertype, Ludlow or APL Slugs, or any type, to any height required, from .065" to .015". Handle slugs ranging from 1 to 72 points, and up to 30 pieces in length. Simple and safe to operate.

**Prove MORRISON Savings in your plant!
Write or wire for prices and details.**

OTHER MORRISON EQUIPMENT:
Strip Material Cabinets, Waste Receptacles, Universal
Saw Blades, Router Bits, Jig Saw Blades.

**Morrison
Router
and
Type High
Planer**

with Exclusive
Micrometer
Height Gauge

Doubled-duty machine, providing accuracy and speed in routing, plate corrections, type-high planing for composing rooms, engraving plates, electrotype foundations.



THE MORRISON COMPANY

PRECISION MACHINES FOR THE GRAPHIC ARTS INDUSTRY

130 W. MELVINA STREET • MILWAUKEE 12, WIS.

Important for engraving plants, the Morrison Plate Beveler cuts perfect burr-free shoulders on any square engraving in seconds. Safe, it works from edge of plate, not from rear, insuring maximum protection between cutter and fingers, no flying chips. Soft leather protects plate face.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Cartons Glued to Disposable Pallets For Shipping Without Any Strapping

The Champion Paper & Fibre Co. has designed a disposable pallet for loading and unloading paper and is using it for shipping carton stock. It was developed to meet the need for an expendable low-cost pallet which could be handled by existing warehouse equipment. Its use is said to reduce loading and unloading time by more than half, and to assure money and manpower savings ranging up to 60 per cent.

Made from hardboard and scrap lumber available in any mill, the pallet has a four-way entry for handling by standard fork equipment, and can be tiered three pallets high.

High shear strength adhesive, locking the cartons to one another and to the pallet, prevents slippage and allows the units to be lifted off easily. The glue makes strapping or other bindings unnecessary.

Disposable eliminates the necessity of warehouse storage for return of pallets.

For information: Champion Paper & Fibre Co., General Motors Building, Detroit 2, Mich.

Mylar Tapes for Labeling and Sealing

Use of printable types made with Mylar polyester film enables shippers to advertise their product while labeling or sealing the container.

Permacel 95 and 951 are pressure-sensitive tapes, extremely thin, and withstand moisture and heat. The Mylar backing is resistant to most common acids and alkalies as well as solvents and oils and is especially treated to reduce the likelihood of offset or ink transfer in high speed aniline and oil base ink printing.

P95 is transparent, while P951 is available in red, black, white, and chrome, a metalized finish.

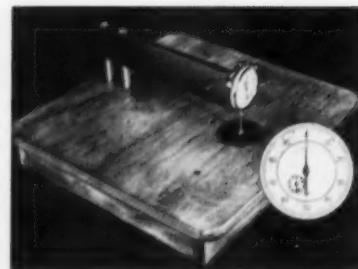
For information: Permacel Tape Corp., New Brunswick, N.J.

Adjustable Stroke Collator

A variety of paper sizes, from 5½ x 8½ to 14 x 17 inches, may be collated by the Adjustable Stroke Collamatic machine. The model 800 is equipped with sliding shelves and adjustable paper stops and will collate 2 to 8 sheets at one time.

A stapling-stacking bin is included with each collator.

For information: Collamatic Corp., Wayne, N.J.



Micrometer unit has 18x18 table, 10-inch throat

Micrometer Gauge for Cuts, Stock

An instantaneous reading micrometer gauge featuring an 18x18-inch table and a 10-inch throat for more convenient handling of large sizes of plates and other items is now on the market.

The Starrett 2½-inch dial micrometer permits readings up to one inch. Measurement by thousandths of an inch is possible for cuts, plates, paper stock, type and slugs with the use of this new Eva-Gauge.

For information: American Evatype Corp., 749 Osterman Ave., Deerfield, Ill.

Laminated Plywood Furniture

Thin sheets of birch veneer are built up with a phenolic resin and molded in a press under great heat and pressure to make a new kind of printer's furniture. The new wood veneer material is manufactured in Canada.

Advantages claimed for the furniture include toughness—a piece was placed on an anvil, hit with a hammer and remained undented; accuracy—it retains its shape even with repeated use; cleaner—it does not readily absorb solvents, water or ink.

The inventor, M. B. Wainman, claims the furniture will hold its shape, give a firm grip in forms, and will not change shape, warp, or bend.

The furniture will be sold in complete fonts and will be available in 36-inch strips and in large sizes. It can be cut on any ordinary saw.

Toronto Type Foundry Co., Ltd., has been appointed Canadian agent. The furniture is protected by a U.S. patent.

For information: Wainwood Products, 834 Yonge St., Toronto, Ontario, Canada.

"Murray Hill" Type Series By Emil J. Klumpp

Stocks carried by American Type Founders franchised type dealers now include the new Murray Hill series, first metal face designed by Emil J. Klumpp.

Mr. Klumpp describes himself as married three ways—to hand lettering, photographic lettering and to type. He believes

ray Hill is free in tone as well as drawing and alignment, and that it has only three kerning characters, T, F and Z, although it seems to have several more. That's because he likes a human feeling in letters.

Available from ATF, Elizabeth, N.J., is a folder illustrating the font in size ranges

Virgo...Find a Lovely Spot: 98¢

Scorpio...Wonderful uses 172

Typographic Gem 46

that in most cases type should be the first choice for headlines. He designed Murray Hill as a free-flowing, informal handwritten letter form suitable for advertising display lines and for a wide range of job printing uses. He points out that Mur-

ray Hill is free in tone as well as drawing and alignment, and that it has only three kerning characters, T, F and Z, although it seems to have several more. That's because he likes a human feeling in letters.

Available from ATF, Elizabeth, N.J., is a folder illustrating the font in size ranges

For the finest reproduction...

Kromekote[®]
BRAND
CAST COATED PAPERS



THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

*Number Twenty-Seven in a series of textural studies designed to show
the quality of reproduction possible with fine materials*



Buy and Specify these Papers by Name

COATED BOOK

Satin Proof Enamel®
Refold Enamel
Falcon Enamel
Format® Enamel
Wedgwood® Coated Offset
Templar® Coated Offset
Javelin Coated Offset
All Purpose Litho

CAST COATED PAPER

Kromekote® Enamel
Kromekote® Label
Kromekote® Litho
Kromekote® Cover
(Cast Coated 1 Side)
Kromekote® Cover
(Cast Coated 2 Sides)
Kromekote® Postcard
(Cast Coated 1 Side)
Kromekote® Postcard
(Cast Coated 2 Sides)
Kromekote® Box Wrap

DRUM FINISHED PAPER

Colorcast® Box Wrap
Colorcast® Gift Wrap
Colorcast® Label

COATED COVER

Refold Coated Cover

DULL COATED BOOK

Cashmere Dull Enamel

UNCOATED BOOK

Garamond® Antique
Garamond® English Finish
Garamond® Text (W. M.)
Wedgwood® Offset
Pasadena Offset
Chalice® Opaque

UNCOATED COVER

Ariel Cover
Cordwain® Cover
Chalice® Opaque Cover

ENVELOPE PAPER

Chamlico® Colored Wove
Envelope
Radiant White Envelope
Foldur® Kraft Envelope
Gray Kraft Envelope
Suntan® Kraft Envelope
Ne'er Tear Envelope

COATED POST CARD

Campaign Postcard
Chamois Dullcoat Postcard

BRISTOLS

Inventory® Index
Canton® Postcard

TAG

Tuf-Tear® Tag

BOND, MIMEOGRAPH

Ariel Bond
Scriptic Mimeograph

PAPETERIE

Wedgwood® Papeterie
Garamond® Papeterie
(Embossed and Printed)

PRESSBOARD

Champion Pressboard
Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
Tablet Papers
Drawing Papers
Red Patch Stock
Stencil Board
Pattern Board
End Leaf Paper

THE CHAMPION PAPER AND FIBRE CO.

General Office: Hamilton, Ohio

Mills of HAMILTON, OHIO . . . CANTON, N. C. . . PASADENA, TEXAS

For full information on how this advertisement was produced, write our Advertising Department, Hamilton, Ohio



Eastman Kodak Co.'s New Densitometer

The densities of all negatives, positives and transparencies can be read for photo-mechanical reproduction with increased versatility by the new Eastman Kodak Process Densitometer. An instrument of the visual comparator type, it is capable of transmission, reflection, and ground glass readings.

Features of the new model are: variable illumination, quick reading of densities, adjustable illuminators, easy filter changing, light integrating cap, and portable photometer.

When used for transmission readings, there is no practical limit to the size of the plate or piece of film to be read. The sup-



Densitometer is read by reflection or transmission

porting arm to which the reading head is attached is easily removed to allow the base to accommodate films or plates larger than 20x24 inches.

The optical and illumination system of the new model permits reading of reflection as well as transparent copy. Contrast and density range are easily determined. The Densitometer also may be used as a photometer for direct reading of ground glass images.

For information: Eastman Kodak Co., Rochester 4, N.Y.

Right-Hand Alignment Achieved On Typewriter Made in Germany

A new typewriter made by Adlerwerke, Frankfurt, Germany, will enable typists to align right-hand margins. The machine achieves even lines by spacing all of the letters in the line.

Further details of operation are not available at this time. However, the U.S. distributor will be Addo Machine Co., 145 W. 57th St., New York City, N.Y. Monroe Oppenheimer, spokesman for the company, has announced that further information will be released sometime in the near future.

Portable Hydraulic Skid Fork Lift

Lifting material to work heights up to 56 inches can be accomplished with Hydro-Lift's skid fork lift truck. The truck has a maximum load capacity of 5,000 pounds, with a fork length of 56 inches and width of 24 inches.

Electrically operated push button controls lower or hold the load in position with power. Drive is powered by single or three phase AC or 12-volt battery with built-in charger. Adaptation to operation by remote control is possible.

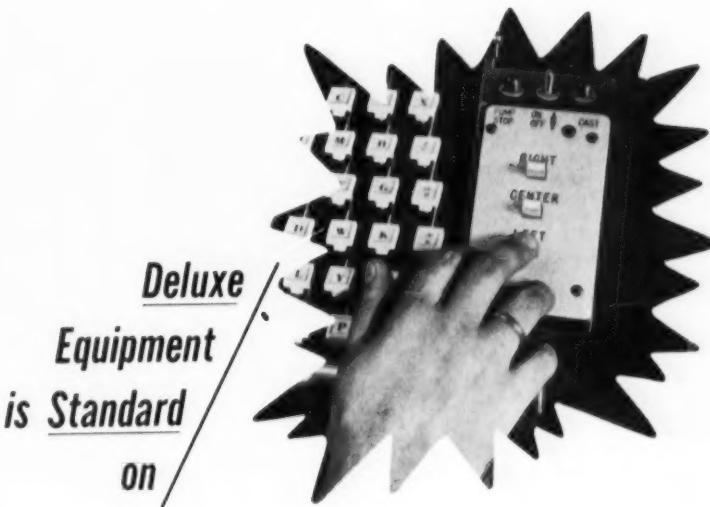
For information: Hydro-Lift Co., 3825 N. Ashland Ave., Chicago 13.

Fluorescent-Type Negative Paper; Presensitized Aluminum Offset Plate

Two new items recently introduced by Remington Rand are a negative paper and a presensitized offset plate.

The negative paper is designed to produce sharp, clear, black and white copies under fluorescent lights. Known as G353, it is manufactured for use with Transcopy and other similar transfer process machines. It is the only paper of its type which does not require a special processing machine or an intensified light source.

With the presensitized aluminum offset plate, the image is seen immediately



THE STAR SELECTRO-MATIC QUADDER!



One of the many outstanding features of the Star Selectro-Matic Quadder is the simple Push Button Control Selector Box . . . standard equipment on all Star Quadders. It is conveniently attached to the right hand side of the keyboard and eliminates the necessity of an operator reaching to change a quadder signal . . . no stretching or squinting to make sure of the proper selection. Also conveniently located, right on the selector box, is the pump stop control switch, making it easy to "kill" a line not wanted at any time before the cast.

This is only one of the many attractive features of the Star Selectro-Matic Quadder, designed to increase operator efficiency and white space production.

Write for the new Star Quadder brochure today.

BRANCH
1337 BROADWAY, KANSAS CITY, MO.
AGENCIES
CHICAGO • MINNEAPOLIS
LOS ANGELES • DENVER • BOSTON
CANADA: SEARS LTD. AND Agents Overseas

STAR PARTS, Inc.
PRECISION TRADE & MARK Parts
SOUTH HACKENSACK, N. J.



after exposure. Only one solution is required to desensitize. Longer runs, sharp halftone definition, long shelf life, and scratch resistance are claimed for the plate. It comes in sizes up to and including those for presses such as the ATF Chief and the Harris 17x22.

For information: Remington Rand, 315 Fourth Ave., New York 10.

Electronic Color Tolerance Computer

A new electronic Color Tolerance Computer has been announced by an eastern laboratory. This instrument, used with a colorphotometer, computes deviations

from a color standard and presents the answer as a single number. The calculation can be completed within one minute.

When the deviation is beyond an acceptable tolerance, the computer will present, in National Bureau of Standards units, the precise color errors in terms of light-dark, red-green, and yellow-blue. According to the manufacturer, this instrument will compute the correction necessary to obtain the required color. Accuracy is within three per cent.

For information: Instrument Development Laboratories, Inc., Needham Heights, Mass.

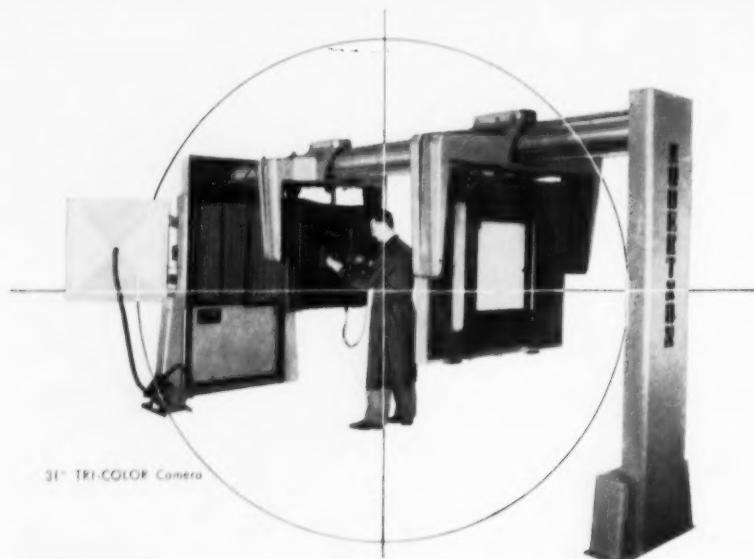
Multiple Sheet Folder Also Slits and Perforates

Two models of a small machine designed for making one or two parallel folds in a wide variety of paper stocks have been announced by Davidson Corp. Embree Model 230 handles sheets up to 9 1/4 x 18. Model 360 maximum sheet size is 13 1/4 x 28. Rated hourly speed is 12,000 sheets of stock 8 1/2 x 11. There's a variable speed control automatic feed, and both models can fold stapled multiple sheets, according to the manufacturer. Folded sheets are stacked at the front of the machines.

Standard equipment permits scoring alone or combined with folding. Slitting and perforating can be done separately or during the folding operation. Thumb and screw adjustments provide for any modifications of four basic folds.

For information: Davidson Corp., 29 Ryerson St., Brooklyn 5, N.Y.

Davidson folder handles multiple stapled sheets



THE TRI-COLOR, A MODERN PRECISION CAMERA, TYPICAL OF ALL Robertson[®] CAMERAS

The TRI-COLOR series represents a super-refinement in modern precision cameras, growing out of a constant demand for more accurate, more efficient and more economical equipment. This type of design and construction provides the utmost in speedy and efficient operation, coupling overhead construction with precision re-registration. Available in several models and sizes, the TRI-COLOR series comes complete with automatic controls, including push button electric screw driven focusing, at surprisingly low prices. These outstanding features are typical of all

Robertson equipment, designed and constructed with care, accuracy, precision and the experience of many years in building photomechanical equipment.

FREE

Send now for your copy of the new Robertson catalog,
including specific information on this camera.



A complete line of photomechanical equipment

ROBERTSON PHOTO-MECHANIX, INC.

7428 LAWRENCE AVENUE • CHICAGO 31, ILLINOIS

Robertson
PHOTO MECHANIX

Litho Job Filing Cabinet Kits

Storage of plates, negatives, and art work for possible reruns is simplified with Colight K-D Filing Cabinets. The cabinets come in kit form of five parts. When assembled, each can hold from 250 to 300 jobs in separate Kraft envelopes. A form for necessary job information is printed on each envelope. Four sizes of cabinets are available, from 10x16 to 17x22 inches, with base structures for stacking cabinets four high also available.

For information: Colwell Litho Products, Inc., 402 Chicago Ave., Minneapolis 15, Minn.

Automatic Feed Rotary Perforator

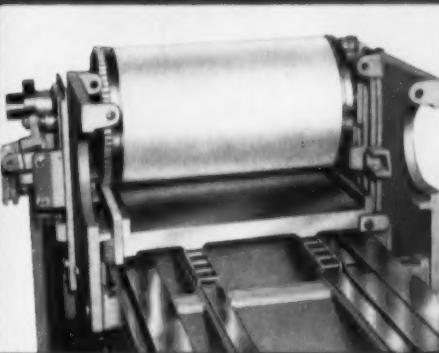
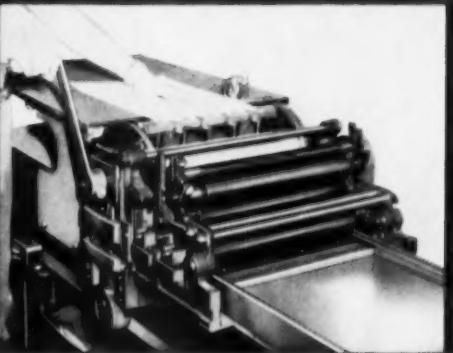
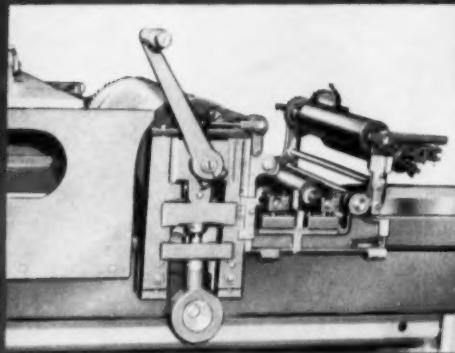
A larger sheet capacity is a feature of the new Model M-23, Pierce Perf-A-Matic automatic feed rotary perforator. This machine handles stock from 23x25 to a minimum of 3x4. Feed calipers have been developed to hold down curled or light weight stock for perforating, slitting and scoring. Variable speed drive provides production up to 16,000 linear feet per hour.

For information: Pierce Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif.

**BEFORE YOU BUY ANY
PROOF PRESS IN THE
15" by 26" RANGE**

**COMPARE CAPACITY . . . BED-SIZE
... PERFORMANCE AND PRICE . . .
and YOU'LL CHOOSE THE NEW**

CHALLENGE GP PROOF PRESS



IMPROVED POWER INKING—has a vibrator roller which oscillates a full $2\frac{1}{2}$ inches to break up and distribute the ink evenly, quickly.

AUTOMATIC GRIPPERS automatically grip the sheet as it comes into position. Auxiliary foot control allows operator to open grippers manually at any point for close register work or for faster release of small sheets.

AUTOMATIC TRIP automatically releases the sheet at the completion of the proofing. Machine can also be tripped at any point of operation with the foot release.

MICRO-REGISTER FRONT GUIDES provide for consistent feeding and accurate register requirements.

TIP-OUT ROLLERS assure fast, easy wash-ups. One pull of the handle tips the entire roller system separating all rollers as well as putting them into a convenient position for rollers to be washed without removing them from press.

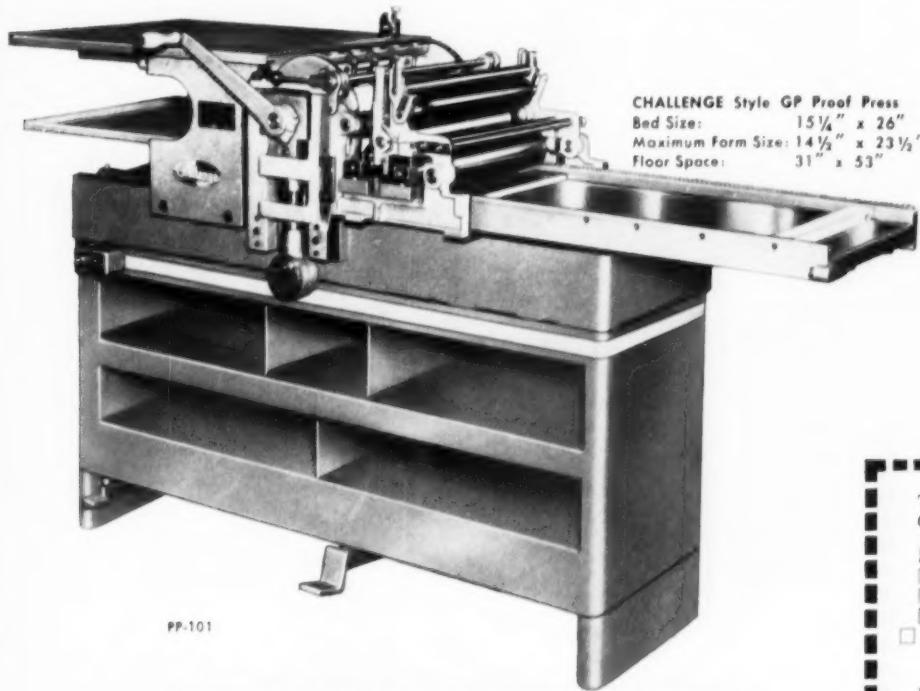
BED GEAR RACK accurately cut from 3 inch solid steel, assures clean reproduction proofs.

CYLINDER PRESS OPERATION

The Challenge "Cylinder Press" system of revolving cylinder and reciprocating bed is the easy natural way to pull a good proof. The operator pulls all proofs standing in one position, without moving back and forth to complete the cycle.



TRADE-MARK ®



PP-101

CHALLENGE Style GP Proof Press
Bed Size: 15 $\frac{1}{4}$ " x 26"
Maximum Form Size: 14 $\frac{1}{2}$ " x 23 $\frac{1}{2}$ "
Floor Space: 31" x 53"

Getting an increased demand for good "repro" proofs for offset or plate-making work? Need a new proof press to replace the old one, or to just expand your facilities? Then here's the press for you—the new Challenge GP Proof Press.

Users tell us it is "unparalleled" in the quality of proofs it gives. It has operating features that will save you time and money. It has the largest form capacity and heaviest construction of any machine in its size range—yet actually costs you less to buy.

The Challenge Machinery Company
Grand Haven, Michigan

IP-7

Please send complete information on:
 GP Proof Press Paper Cutters
 Other Proof Presses Hi-Speed Quoins
 Paper Drills
 Have your dealer representative call.

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

THE CHALLENGE MACHINERY COMPANY
Office, Factories, Showroom:
GRAND HAVEN, MICHIGAN
DEALERS IN ALL PRINCIPAL CITIES

New Spaceband for Tape Operation

Linotype is now offering a new spaceband especially designed for top-speed Teletypesetter composition. The new band, No. J-6453, has increased strength, obtained by specifying a thicker and stronger wedge top, reducing the possibility of bending.

At the same time, Linotype announced that all its spacebands now have a redesigned radius at the lower end of the wedge to improve settling of the band into the assembling elevator.

For information: Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

Vandercook Lite-Base, Model 14-19 Plate Mounter

Plates up to 14x19 can be mounted with the new Vandercook 14-19 Plate Mounter, using heat and pressure, in three minutes, or unmounted in one minute. The machine is designed to use Vandercook Lite-Base patented mounting material which is now available direct from Vandercook & Sons.

Lite-Base will be sold at a nominal charge over the current market price of Linotype metal. It will be supplied in



Heat and pressure mount plates in three minutes

12x18-inch slabs accurately machined to correct heights for originals, electros, plastic plates, and rubber plates. When intended for mounting rubber or plastic plates, the base may be obtained without the holes in the mounting surface so as to provide a smooth, unbroken surface. The base can be cut to any desired size.

Stock of the base will be offered at the main plant in Chicago, as well as in the New York City and Los Angeles branch offices.

For information: Vandercook & Sons, Inc., 3601 W. Touhy Ave., Chicago 45.

Integral Motor Rotary Air Pumps

Three new rotary air pumps of integral motor design offer weight reductions of one-third over former models. All three units have the rotor mounted directly on the shaft of the G.E. "Form G" motor.

Model 0211 has a $\frac{1}{6}$ hp motor, delivers 1.3 cfm of free air, with a vacuum to 27 inches or pressure to 25 psi. A $\frac{1}{4}$ hp motor powers Model 0321, delivering 212 cfm with vacuum to 28 inches, pressure to 25 psi.

A new addition to the line is Model 1521. This pump has a $\frac{1}{2}$ hp motor, with an air volume to 3.8 cfm. Both larger models include forced air fan cooling for continuous running service at moderate temperatures.

For information: Gast Manufacturing Corp., Benton Harbor, Mich.

High Stacking Portable Lift

Mechanized raising and lowering of loads is provided by a 112-inch telescoping portable lift. A new model, designated as L1112-P, has a 1,000-lb. capacity, a battery-powered hydraulic lift, and a platform dimension of 28x28 inches.

The lift is specifically designed for high stacking operations; however, it has a collapsed height low enough for handling loads under elevators and under balconies.

Oster has also introduced a hand-operated hydraulic lift. This carrier has a capacity of 500 pounds, a lift height up to 42 inches, and is equipped with a 24x24 inch reinforced steel platform.

For information: Oster Manufacturing Co., Box 4326, Cleveland 32, Ohio.

Modern Flatbeds

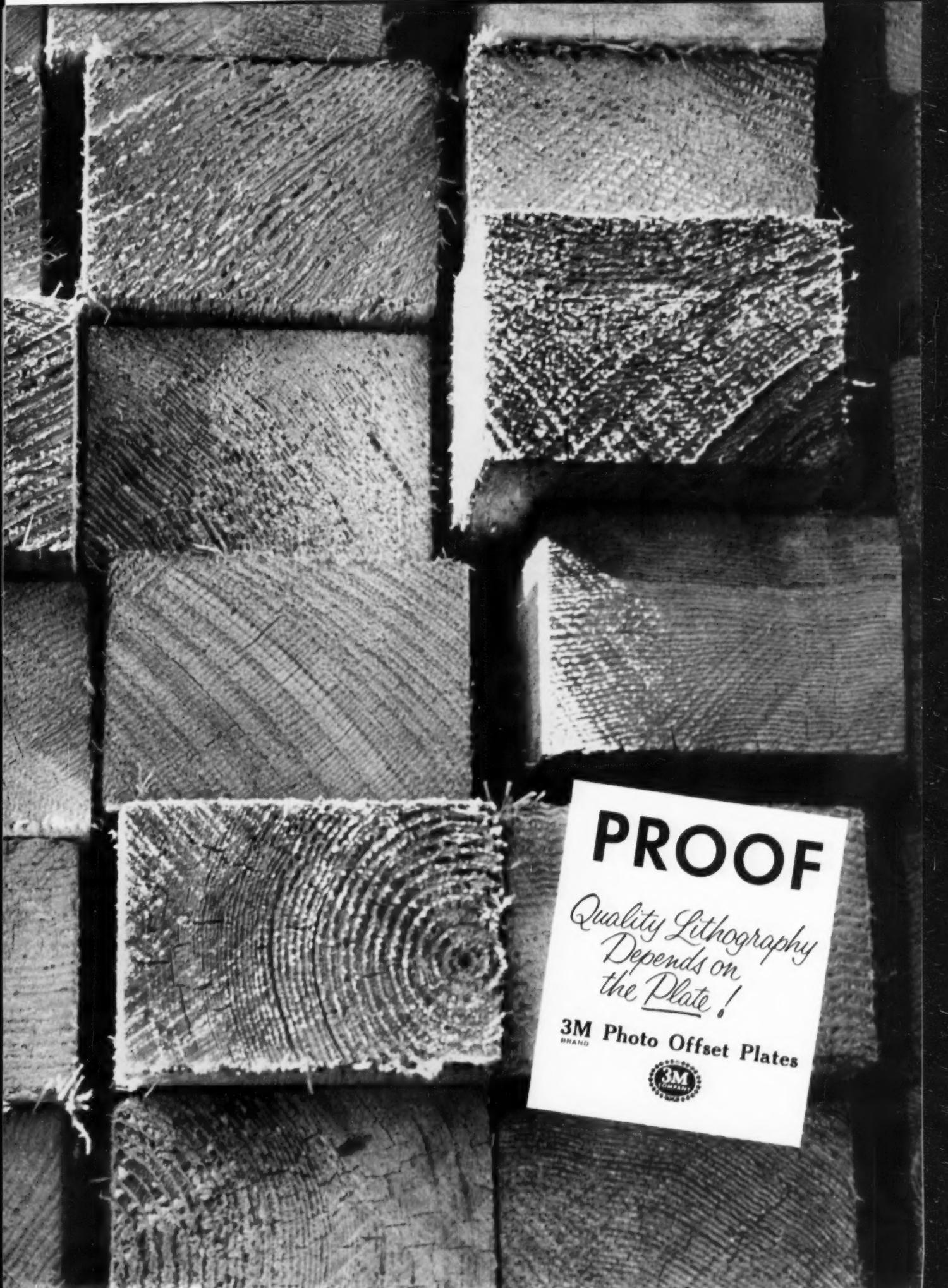
41 SINGLE COLOR 28x41"	41 TWO COLOR 27 $\frac{1}{4}$ x41"
46 SINGLE COLOR 33 $\frac{1}{4}$ x45 $\frac{1}{2}$ "	46 TWO COLOR 32x51 $\frac{1}{2}$ "
56 SINGLE COLOR 42x56"	56 TWO COLOR 38x56"

Performance is the Reason...

Miehle Flatbeds have been the accepted standard in letterpress equipment for more than sixty years. Superior quality, high production, and years of continuous dependability are the reasons why printers throughout the world are continuing to rely on today's Modern 41, 46, and 56 Miehle Flatbeds for profitable letterpress printing.

Write for complete information

**MIEHLE PRINTING PRESS &
MANUFACTURING COMPANY**
Chicago 8, Illinois



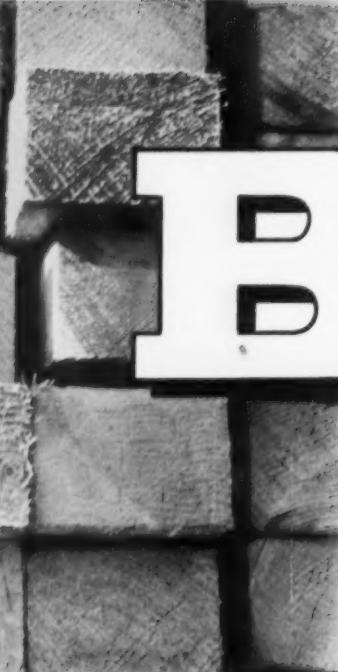
A black and white photograph showing a stack of lithographic plates. The surfaces of the plates exhibit various textures and patterns, such as fine lines, dots, and circular motifs, which are characteristic of different printing processes or plate types used in lithography.

PROOF

Quality Lithography
Depends on
the Plate!

3M Photo Offset Plates





Builds quality 43 ways

3M Plates build quality because they eliminate the 43 costly, quality-destroying variables commonly associated with conventional surface-coated plates. Examine closely the textural duotone study on the preceding page. See the quality difference *grainless* 3M Brand Plates make. Each dot is faithfully reproduced . . . perfectly defined. Color and highlights leap to life . . . sharp and clean!

100%-consistent 3M Brand Photo Offset Plates are chemically treated *all-aluminum* . . . so let the temperature and humidity climb. There's no summer slump in quality or production with 3M Plates. Exposure and development time *always* remain constant. No more ruined plates . . . no more press shutdowns because of oxidation, tinting or ink emulsification! Put your work 43 steps closer to *perfect* reproduction . . . specify the world's leading pre-sensitized plates, 3M Brand Photo Offset Plates!

Quality Lithography Depends on the Plate



FREE valuable Platemakers Guide—Get your copy from your 3M Plate Dealer...or your Certified Professional 3M Platemaker.

3M Photo Offset Plates



"3M" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minnesota. General Export: 99 Park Avenue, New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.

The duotone reproduction on the opposite page was lithographed using "3M" photo offset plates on a 21"x28" Harris offset press by John Roberts Co., St. Paul, Minn. Photography by Walter M. Westberg, St. Paul, Minn.



Linofilm Almost Ready To Start Field Testing

(Concluded from Page 56)

tape. Next, it is possible to correct the tape itself, since each line exists as a block of perforations on the tape. This can be done from proofreading of the typescript or from a first run on the photographic unit using paper. The tape is corrected by scissors-and-paste-pot technique and can then be rerun.

Correcting the film is accomplished by the Linofilm corrector which is a shear and welder unit, which will automatically shear a line of type out of a film galley and substitute for it a correcting line from the correcting galley, welding this line in the place of the erroneous line.

On line-for-line substitutions, the correcting speed is about three lines per minute. Provision is made for several types of operating cycles. For instance, a line may be removed and a paragraph inserted or vice versa.

In designing the Linofilm system, Mergenthaler sought to insure trouble-free operation and easy maintenance. Systems of automatic interlocks and safeties prevent errors, while the use of plug-in parts enables quick replacements.

For example, the keyboard unit cannot be operated until a type face, type size, and leading have been selected. Also, if an error is made, the operator need only press an erase button and the entire line containing the error will be discarded.

In the photographic unit, transmission of a character image from font to film depends on a light bulb which, although long-lived, will eventually burn out. When this occurs the machine immediately stops and a signal light indicates that the bulb must be replaced before photography can be continued.

Core Cutter for 3-Inch Paper Cores

This core cutter is designed to cut a core producing an edge that is accurate, straight, smooth and free from burrs. Model 765 is available for cutting 3-inch paper cores.

The cutter can be mounted on a 72-inch table. Because no outboard support bearing is used, the 45-inch long mandrel will cut to the center of a 90-inch core. The platen sleeve may be shifted as required to present four different cutting surfaces.

For information: John Dusenberry Co., Inc., 271 Grove Ave., Verona, N.J.

Intertype News Gothic with Bold Intertype News Gothic Condensed with Bold Condensed

News Gothic and News Gothic Condensed series with their specially designed companion bold faces are available on Intertype matrices for machine composition. Originally a newspaper headline face, the type comes in 6- to 14-point

Two-Headed Stapling Device

Both ends of a full overlap or a telescope carton may be simultaneously stapled after packing by a machine using two stapling heads.

Operated by a 60 psi compressed air supply, the stapler is controlled by a foot treadle. When the valve is closed, one head advances until contact is made with the carton; then both heads staple through a complete cycle.

Cartons of any height or length and a width of from 3 to 30½ inches can be handled. The movable head has a 3½-inch stroke, with the staple center line

ranging from 7/8 to 8½ inch above the conveyor surface.

For information: Container Stapling Corp., P.O. Box 247, Herrin, Ill.

Graphite Lubrication Dispenser

A container for pressure spraying dry graphite by hand is on the market under the trade name "Blaco." A rubber bulb is attached to the graphite container to provide a fine powdered spray for penetrating small openings. The output of the spray can be controlled.

For information: Servewell Products Co., Inc., 6541 Euclid Ave., Cleveland 3.

*pre-sensitized
plates produced
in seconds.....
with Rapid Printer
by nuArc*



...the only Complete
Printer with a built-in
automatically controlled
Carbon Arc Lamp

It is a proven fact
that the carbon arc lamp is
the only known method of
making long running offset
plates that reproduce true,
sharp line definition and
dot structure.
Make your plates efficiently
and economically, the same
as the large lithographers
... with an arc lamp.
Get the facts on nuArc
Rapid Printers.

Contact your dealer
or write for bulletin 230A

nuArc COMPANY, INC.

General office and factory:
824 S. Western Ave., Chicago 12, Ill.

Eastern Sales and Service: 216 Fourth Avenue, New York, N.Y.



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date.

Tri-State Craftsman Club Formed in Midwest Area

International Craftsmanship was brought to Southeast Kansas, Southwest Missouri, and Northeast Oklahoma with the chartering of the Tri-State Club of Printing House Craftsmen at Pittsburg, Kan., on June 16 at Hotel Besse. International Second Vice-President Ferd Voiland, Jr. of Topeka made the charter presentation to President Jack Carter, Joplin.

Roy Lawrence of Kansas City, president of the sponsoring club, presided.

In his address of welcome, Pittsburg Mayor Lynn McCool was enthusiastic with his praise of the group for making possible the first graphic arts organization in the area.

Principal address of the evening was delivered by Mr. Voiland, who pointed out the mutual value which results from an exchange of production information through Craftsmen's meetings. He urged the new Craftsmen members to pool their knowledge in order to strengthen their own competitive position in the industry.

President Carter accepted gifts from well-wishers which included a speaker's stand bearing the Craftsmen's emblem from the Topeka Club through Vice-President George McCurley, a gavel from District Representative André Hugues, and a material aids kit from the Eighth District organization through its president, Mark Yaggy of Waterloo, Ia.

The Tri-State Club's charter members are located at Coffeyville, Girard, McCune, Oswego, Parsons and Pittsburg in Kansas; Carthage and Joplin in Missouri; and Miami, Okla. Forty-eight members signed the charter.

Book Institute Dates Convention

Book Manufacturers' Institute has dated its 24th annual convention for Oct. 11-13 at the Greenbrier, White Sulphur Springs, W.Va.



At Third District Conference of Craftsmen in Montreal last month, top-dog officials got together for a chat. Left to right: George Wise, Cleveland, International first vice-president; Albert T. Kolb, Buffalo, International third vice-president; Harry Skinner, Montreal Club president; and Bernard Rochford, Montreal, Third District Representative. Buffalo is plugging for 1957 International convention



The first graphic arts group in the tri-state area of Kansas-Missouri-Oklahoma is being presented with its new charter from International Second Vice-President Ferd Voiland, Jr., who is handing it to President Jack Carter. Officers of the club, (seated from left), are Ray Boyer, Pittsburg, treasurer; Leroy Brewington, Pittsburg, secretary; R. F. McDonald, Miami, Okla., second vice-president, and Tom Brady, Parsons, first vice-president. Members of the board of governors, (standing from left), are Frank Powers, Parsons; Ralph Horner, Joplin; Voiland; Carter of Joplin; Harry Shute, Pittsburg, and Lawrence Ray, Carthage, Mo. Ceremonies were held June 16 at Pittsburg, Kan.



Perry Long (center), founding president of the International Association of Printing House Craftsmen, inducted the Perry Long Class of New York Club members on May 18. The New York 1956-57 officers (from left) are Mortimer Sendor of Sendor Bindery, treasurer; Louis Van Hanswyk of Morris & Walsh Typesetting, second vice-president; Kendal Slade of United Board & Carton Div., Densen Banner Co., president, and Sydney Smith of Rathbun and Bird Co., secretary. The first vice-president, Charles J. Felton of the Messenger of the Sacred Heart was not available for photographing

New officers of the Board of Directors, Portland division, of the Oregon Printing Industry include (seated, from left) Del Snider of Taylor & Co.; Paul Giese of Paul O. Giese, Inc.; Ormond Binford of Metropolitan Printing Co.; DeWitt Peets, vice-president, of Daily Journal of Commerce; (standing) Robert Gillespie, secretary-treasurer, of Gillespie Decals, Inc.; J. B. (Bud) Hedberg, president, of Irwin-Hudson Co.; Glen Cruson, manager, Oregon Printing Ind. Not shown, W. King, Conger Printing Co.



Financial Problems Subject Of PIA Professional Meet

How to solve the working capital problem was the theme of Printing Industry of America's third Professional Conference for Financial Executives May 24-25 in Louisville, Ky. Key items discussed by financial executives from all parts of the country were financing methods, financial analysis adaptable to PIA Ratio Studies, and information needed to make loans.

Robert O'Boyle, vice-president, Continental Illinois Bank & Trust Co., Chicago, said that bankers considering loans looked for adequate working capital ratio, the company's financial history, adequate reserve for bad debts, collection of receivables, and periodic financial reports.

Peter Becker, Jr., Arrow Service, Washington, D.C., showed how printers can make sound financial analyses in conjunction with use of PIA Ratios. Most printers, he said, look only at tables showing ratios of operating expenses and profits to value of product, and neglect the other tables. He explained methods such as comparison of sales to gross plant investment, and to number of mechanical employees.

Richard H. Leberman told how Fakler Printing Co., Milwaukee, managed working capital through commercial financing. Capital was needed for adding offset to letterpress operations. Bank financing for the required length of time could not be obtained because the amount needed was larger than the company's net worth. A loan was arranged with a commercial finance company dealing in business loans only. There was a cash balance for operating expenses after paying for all machinery and covering all accounts payable.

"We find that we must maintain monthly financial statements. We compare our monthly figures with PIA Ratios. The labor ratio is one problem that 'creeps in' in every plant and can be de-

W. H. Griffin New Vice-President Of Pacific Coast Typesetting Group

William H. Griffin of Griffin Brothers, San Francisco, and formerly associated with Mergenthaler Linotype Co. as vice-president in charge of sales, is the new president of the Pacific Coast Typesetting Association.

Named to serve with him were Elmo J. Crabb, Portland (Ore.) Linotyping Co., vice-president, and John T. Bevans, Jr., John T. Bevans Typesetting Co., San Francisco, secretary-treasurer. The 1956 meeting will be in San Francisco.



William H. Griffin

tected only by comparison with PIA ratios. It can be described as an overabundance of labor needed for fast service work."

From Don M. Nixon came the working capital management history of Bodine Printing Co., Michigan City, Ind., which has grown from a three-man operation in 1941 with \$9,000 volume to a 40-employee plant aiming at \$450,000 sales this year.

Mr. Nixon traced Bodine Printing's financial history in terms of sales increases, profit percentages, and an explanation of each loan made along the way.

The banker is a member of Bodine's board. Mr. Nixon feels that the bank in many respects is another department of the business. To printers seeking a line of credit with local banks he advised:

"Take your banker into your complete confidence. Give him the sales and production expansion facts. Give him your profit and loss operating statements monthly if possible. Let him see how you stack up against the rest of the industry by presenting credit measurement reports compared with PIA Ratio Studies. Believe me, you'll not only impress him—you'll get the money."



WESEL FINAL SYSTEM

keeps you from getting OFF BASE...

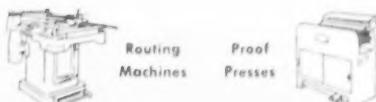
Hooks lock mechanically and will not budge until unlocked!

Withstands pressures up to 2200 pounds!

The ONLY system that can be re-racked ON THE PRESS!

Holds "down" time to an absolute minimum!

The Wesel BULL DOG hooks lock against racks and absorb all stresses that in other systems must be taken up by the parent metal itself. Consequently, the Wesel Final Plate Mounting System outlasts all others. The fact that re-racking can be done on the press holds "down" time to an absolute minimum. Order your new press Wesel-equipped or ask us about converting your present equipment.



MANUFACTURING COMPANY

1141 N. Washington Ave. Scranton, Pa.

PDI to Increase Electroplating and Color Scanner Studio Services

Printing Developments, Inc., distributing channel for *Time* and *Life's* Springdale Research Laboratories, plans to build an electroplating plant in Racine, Wis., and set up additional color scanner studios in Chicago and San Francisco. These expansion steps were taken to meet increased demand for PDI hard metal offset plates and electronic color scanner service, according to T. A. Dadisman, vice-president of the company.

Completion of the Racine building is timed for mid-1957. Meanwhile, Spring-

dale engineers will continue studying base metals and specialized finishing equipment. Their findings will be applied on the new plant's production line. The new studios will supplement *Time* and *Life* Color Scanner work in Stamford, Conn.

Mr. Dadisman stated that, with these added facilities, PDI plans to offer electronic color separation negatives across the country to photoengravers, lithographers, trade shops and plants having their own color departments. He pointed out that PDI has contracts with International Photo-Engravers Union and Amalgamated Lithographers of America.

Printing Education Meeting Will Offer College Credit

All signs point to large attendance at the 31st Annual Conference on Printing Education July 29-Aug. 3 at Santa Barbara College of University of California.

Graphic arts teachers are looking forward to receiving one-unit college credit for attending sessions playing variations on the parley theme—creative printing and its place in graphic arts education. Arrangements for awarding credits were made by officers of the International Graphic Arts Education Association, sponsoring the event, and by Santa Barbara College officials through the services of Dr. Kermit Seefeld, head of the Industrial Education Department and general chairman of the conference.

Morning sessions will feature demonstrations and panel discussions. Afternoon sessions will be conducted by the faculty staff. Evening meetings, visits to exhibits, recreation and entertainment will round out the program.

Teachers planning to attend the convention of the International Association of Printing House Craftsmen Aug. 12-15 in Los Angeles may spend the intervening time at Santa Barbara dormitories at a special rate.

Dillinger to Manage West Coast Division of Paisley Products

Paisley Products, Inc. has expanded into the west coast market by acquiring Dilco Products, Inc., Redwood City, Calif., producers of glues, pastes and adhesive products.

Richard Dillinger, former head of Dilco Products, has joined Paisley's West Coast Division in a combined sales, production and managerial capacity. He has had varied experience

in adhesives and starch products for paper converting, printing, bookbinding and other fields.

Morningstar-Paisley's San Francisco office and warehouse will be moved to Redwood City and consolidated with the new plant.

Harris-Seybold Purchases Firm For Research in Electronics

In the interest of national defense work Harris-Seybold Co., Cleveland, has purchased Airtronics, Inc., an electronics firm that has participated in the development of government guided missile projects.

Research and application of electronics to the printing equipment field was an intention behind this purchase.

If it's big production you want, here's your answer . . . the new, improved N-D Combination Feeder-Perforator-Jogger assembly that sets you up to turn out really big volume F-A-S-T! The all-new striker mechanism is the most positive ever devised for a slot hole perforator, and allows a speed increase of MORE THAN 30% on strike work over any other N-D perforator ever built. And it's so simple, so COMPLETELY AUTOMATIC one operator can easily handle 2 such set-ups. The Perforator connected between the Feeder and the Jogger is the new precision 30", 36", 42" or 45" model. Produces 7,500 SHEETS PER HOUR on straight-run work, 17x22 sheet, with proportionate speeds on other sizes. Sheets delivered ready for packaging. It's great unit . . . a remarkable production builder. By all means, check into it.

Write today for latest literature!

NYGREN - DAHLY COMPANY
1422-32 ALTGELD ST. CHICAGO 14, ILL

*Follow the Arrows to
Lower-Cost Cutting with a*

SIMONDS RED STREAK PAPER KNIFE!

There are many, many kinds of steel today BUT THIS IS THE ONE THAT'S BEST FOR CUTTING PAPER! We call it "S-301", you'll call it "excellent". It's from Simonds' own Steel Mill and is the result of constant research and testing. Combines maximum hardness with toughness to give you more cuts per grind.

Note the supersmooth mirror-like finish on the face side. It's an important factor in maintaining a razor-sharp cutting edge for the longer life of a Simonds Knife.

Concave Ground on the face side for maximum clearance, the knife cuts freely and easily without rubbing the stock — gives you cleaner, straighter cuts with less strain on knife and cutter.

For a longer-lasting cutting edge (and a minimum of resharpening) plus dependable performance always, follow the arrows to Simonds Paper Knives. Many standard sizes are available from stock.

For Fast Service
from
Complete Stocks



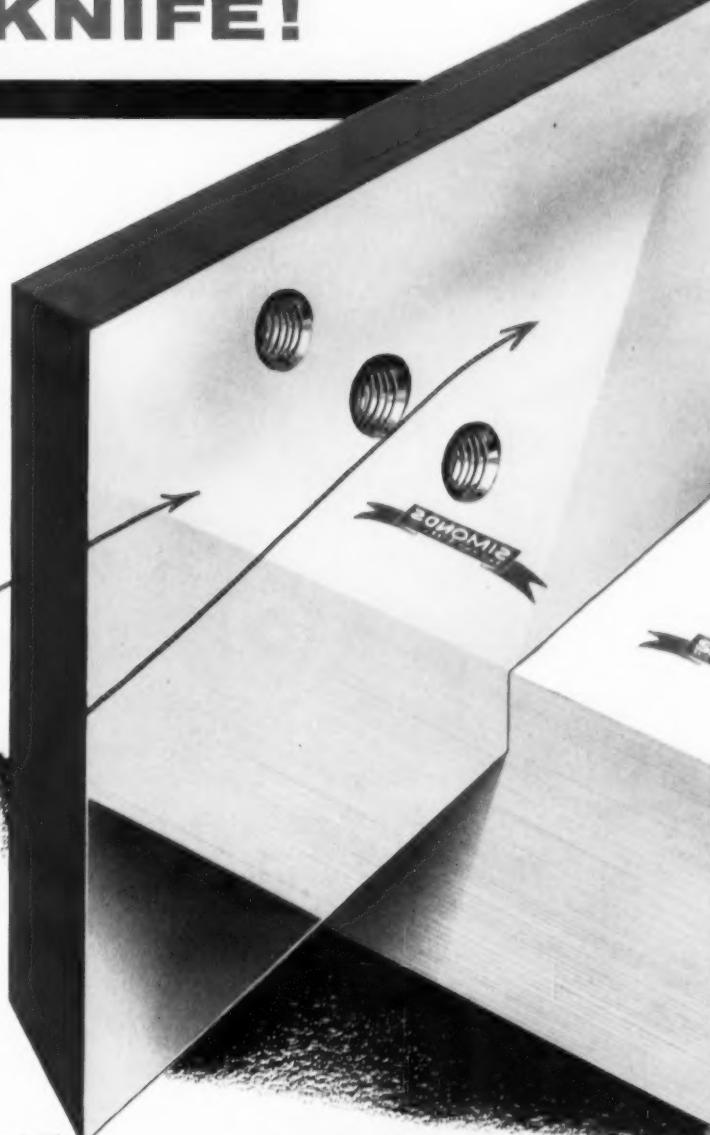
Call your

SIMONDS
Industrial Supply
DISTRIBUTOR

SIMONDS
SAW AND STEEL CO.

FITCHBURG, MASS.

Factory Branches in Boston, Chicago, San Francisco and Portland, Oregon, Canadian Factory in Montreal, Que., Simonds Divisions:
Simonds Steel Mill, Lockport, N. Y., Heller Tool Co., Newcomerstown, Ohio, Simonds Abrasive Co., Phila., Pa., and Arvida, Que., Canada



Gravure Research, Inc., to Acquire Research Laboratory

Acquisition of a new laboratory devoted to research aimed at improving the rotogravure process was approved at the ninth annual membership meeting of Gravure Research, Inc. The nonprofit research organization, whose membership includes leading gravure printers and suppliers of ink, press equipment and other supplies used in the gravure process, met in Chicago on June 5 to elect officers for the next year, and to approve the 1956 research program proposed by research director Harvey George.

The 1956 program, to be conducted at the organization's new research laboratory at 282 Seventh Ave. in New York City, includes investigation of two specific gravure problems:

1. A research project designed to improve the performance of rotogravure printing presses, by developing a method of accurate measurement of web tension. The project includes studies of drying temperatures, cylinder diameters, rubber impression rollers, and other factors influencing web tension.

2. A program aimed at improving color reproduction through the study and evaluation of current methods of color separation and of tone and color correction, including electronic color correction. Improved procedures and information will be recommended to member personnel

to reduce cost and improve quality and uniformity of gravure color reproduction.

New officers of Gravure Research, Inc. are J. B. Fisher, president; Harry Molitor, first vice-president; Carl Metash, second vice-president, and M. V. Waters, secretary-treasurer.

Public's First Chance to Own Stock in R. R. Donnelley & Sons Co.

R. R. Donnelley & Sons Co. has filed a registration statement with the Securities and Exchange Commission to enable the 92-year old, family-owned printing concern to offer 573,575 shares of common stock to the public. This will be the company's first public financing.

Proceeds of the stock sale will finance in part a capital improvement program which is expected to approximate \$48-million in the next three years.

The principal plants of the company, known as the Lakeside Press, are in Chicago, and Crawfordsville, Ind. A third plant is in Detroit and a fourth is now under construction at Willard, Ohio.

NAGCP Changes Name, Plans Meet

National Association of Greeting Card Publishers has changed its name to the Greeting Card Association. It will hold its 15th anniversary convention Sept. 26-27 at Hotel Roosevelt, New York City.



This is the main building of the Los Angeles Trade-Technical Junior College where Ewart G. Johnston is letterpress and offset coördinator

F. Wiggins Trade School Is Now L.A. Junior College

One of the pioneer movements of a new venture, that of a printing department in the public educational system of California, was the creation in 1924 of the Frank Wiggins Trade School. Throughout the years the school has grown steadily. In 1949 it reached junior college status and was renamed the Los Angeles Trade-Technical Junior College. This change has made possible a larger opportunity for students of the Los Angeles area to study printing as it made the school a part of the seven junior colleges in the Los Angeles School system.

The first home of the trade school was in an elementary school building at Eighth St. and Grand Ave. The department at that time included instruction in machine and hand composition and boasted two instructors.

Early in 1927, the school was moved to its present location, a new ten-story building at Venice Blvd. and Olive St.; the printing department occupied the second floor. At that time, pressroom and bindery courses were added along with two more instructors.

Since the end of World War II, a large lithographic section has been added. All of the teaching staff of seven and the department head have come from the trade and in addition have been trained in teaching techniques at the University of California.

About one thousand students a year receive printing and lithographic training in both day and evening classes. A move to larger quarters has been authorized by the board of education and Los Angeles voters. This will double the present floor space now available to the printing department. The relocation is planned to take place some time this year.



Ewart G. Johnston

FLECOPAKE

BUILT TO PRINT BY LETTERPRESS,
OFFSET OR MULTILITH
IDEAL FOR CATALOGUES, FORMS,
BROADSIDES AND LETTERHEADS
STRONG - OPAQUE - BRILLIANT -
ONE FINISH FOR MANY JOBS

STOCKED IN WRITING AND BOOK
PAPER SIZES—16# AND 20# BASIS
WHITE ONLY

MANUFACTURED BY

FLETCHER



PAPER COMPANY
ALPENA, MICHIGAN

Howard Paper Continues Expansion Started 1953

The multi-million dollar expansion and modernization program launched by Howard Paper Mills, Inc., in 1953 is continuing through 1956 and will be a part of future activities in Howard's four divisions, all in Ohio: Howard Division, Urbana; Maxwell Division, Franklin; Aetna Division and Dayton Envelope Division, both located in Dayton.

W. B. Zimmerman

The program, which calls for modernization and expansion, began in 1953 with the installation of a new papermaking machine at the Aetna plant and additional buildings at Dayton. Highlight of the 1954 activities was at the Howard Division where a new Fourdrinier, pulp-masters, and new refining equipment were installed.

Current expenditures are largely concerned with the installation of new and improved equipment, designed to reduce waste and stream pollution. A new boiler plant for the Maxwell Division will be installed.

W. B. Zimmerman, president, said, "We feel the time is past when a building and improvement program can ever be permitted to cease. Growth and growing demands for high quality papers oblige us to regard expansion and modernization as a basic requirement in the plans for each succeeding year."

Craftsman F. Wagner Dies

Frank E. Wagner, who was active in the Printing House Craftsmen's movement since its start in the early years of this century, died June 4 in St. Petersburg, Fla., where he had spent his summers, since retirement 12 years ago closed his long career of service to the printing industry.

Mr. Wagner came to the end of the road in his 82nd year. The 1880 decade was the time and Cleveland was the place where he launched his business career. Later, he worked in the Werner plant at Akron, Ohio, and for the John D. Able Co. in Philadelphia. Then came advancement and new scenery when he went to New York City and shared his knowledge on the supervisory level at Theodore L. DeVinne's shop and for J. J.



Frank E. Wagner

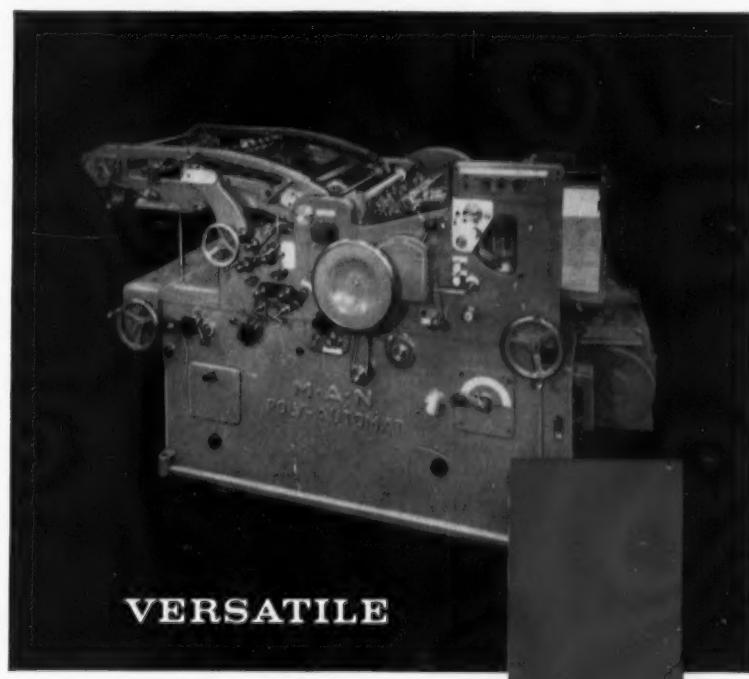
Little & Ives, Harper & Brothers, and Wyncoop-Hollenbeck-Crawford.

All of this was before 1916 when the S. D. Warren Co. assigned to him the responsibility of setting up the company's printing testing laboratory. After completing this work, he traveled throughout the country for 28 years. He helped pressmen solve problems involved in achieving high quality production.

Frank Wagner's retirement in 1944 was marked by a testimonial dinner at which his hosts were Boston Printing House Craftsmen.

Charles Eneu Johnson Co. Sold to Interchemical Corp.

United Carbon Co., Charleston, W. Va., has withdrawn from the printing ink manufacturing business which it carried on through its wholly-owned subsidiary, Charles Eneu Johnson Co., 132-year-old Philadelphia house. The parent company announced last month an arrangement with Interchemical Corp. to purchase Johnson receivables, inventories, formulas and trademarks, and to offer employment to most of Johnson's sales and technical staff.



VERSATILE

The 14½x20½ M.A.N. Poly-Automat is a small, single-color letterpress engineered to print difficult forms well on stocks ranging from tissue to cardboard. This press provides excellent ink coverage for the most difficult jobs, and has the impressional strength to do die cutting easily.

Let us prove to you that this small cylinder press can give you big cylinder versatility. Write today for our "Performance Counts" folder containing samples of various jobs run on the Poly-Automat.



MILLER PRINTING MACHINERY CO.
1115 Reedsdale Street Pittsburgh 33, Pa.

Miller Printing Machinery Co. of Canada Limited
730 Bay Street Toronto 2, Ontario

MAN
MAN
MAN

**Harvey F. Mack, Chairman of Board,
Mack Printing Company, Dies at 77**

Harvey F. Mack, board chairman of Mack Printing Co., Easton, Pa., died May 29 at the age of 77.

Mr. Mack and the late Charles A. Hilburn organized the business in Easton some 50 years ago as an outgrowth of Chemical Publishing Co. He took over Mr. Hilburn's interest in 1907 and was president until last March, when he became chairman, with Cyrus S. Fleck as president.

During Mr. Mack's presidency, the company became one of the nation's lead-

ing houses turning out scientific books and periodicals. It was a pioneer in the printing of such periodicals at minimum cost for wide distribution. There were 22 employees at the start. Now there are more than 600.

Mail Order Workshop by DMAA

Direct Mail Advertising Association sponsored a first-time mail order workshop on May 15 at New York Statler Hotel. Leroy W. Thompson of Sears, Roebuck & Co., Philadelphia, was chairman of the all-day discussion of how to make profits.



The Seventh District Craftsmen have nominated Thomas L. Cooper to be International Governor

Cooper for Craftsmen's Governor

Thomas L. Cooper, International representative-at-large, has been nominated as candidate for the office of International Governor by the Seventh District Craftsmen. He is the president of Southern Photo Process Engraving Co., Atlanta, and has been active in Craftsmen activities on the local and International level since 1948. During the war he was a photo intelligence officer. He is a Rotarian and a 32nd degree Mason.

**Printing Industry of Ohio Group
Headed by William C. Thomas**

William C. Thomas, secretary of Findlay Printing & Supply Co., Findlay, O., was elected president of the Printing In-

dustry of Ohio at the annual meeting in Cleveland. Other officers are Fred Huls, Huls Printing Co., Logan, vice-president and R. Reid Vance, Columbus, reelected secretary-treasurer. The meeting included a visit to the Harris-Seybold Co.

plant where a demonstration of the offset process was given.

Graphic Arts Open House

The Graphic Arts Equipment Co., 117 W. Harrison St., Chicago, held open house for customers and friends in April to exhibit machinery and type faces in enlarged quarters. The company is a franchised type dealer for American Type Founders and also represents manufacturers of graphic arts equipment and supplies. On display were 12 oil paintings in the series, "There's a Type Face for Everybody," by Becker Cline, who created them originally for an ATF type advertising campaign.

A large advertisement for "flat-as-a-pancake" gummed papers. At the top, a speech bubble says "NOTHING, absolutely nothing". Below it, another speech bubble says "lies flatter than". The main title "flat-as-a-pancake" is written in a large, stylized font. Underneath it, "gummed" and "papers" are written. The central illustration shows a cartoon character, possibly a chef or baker, sitting on a large, flat, pancake-like surface. The character is holding a rolling pin and appears to be working on the surface. In the background, there are some buildings and a minaret. At the bottom left, there is a small illustration of a book or kit cover featuring the same character. Text next to it reads "...and to make it EASIER for you ...this handy kit is offered FREE showing comparative printing and lithographing qualities of all "flat-as-a-pancake" gummed papers. Kit includes Gumming Selector and Printing Surface Specifier. Ask for kit P-376".

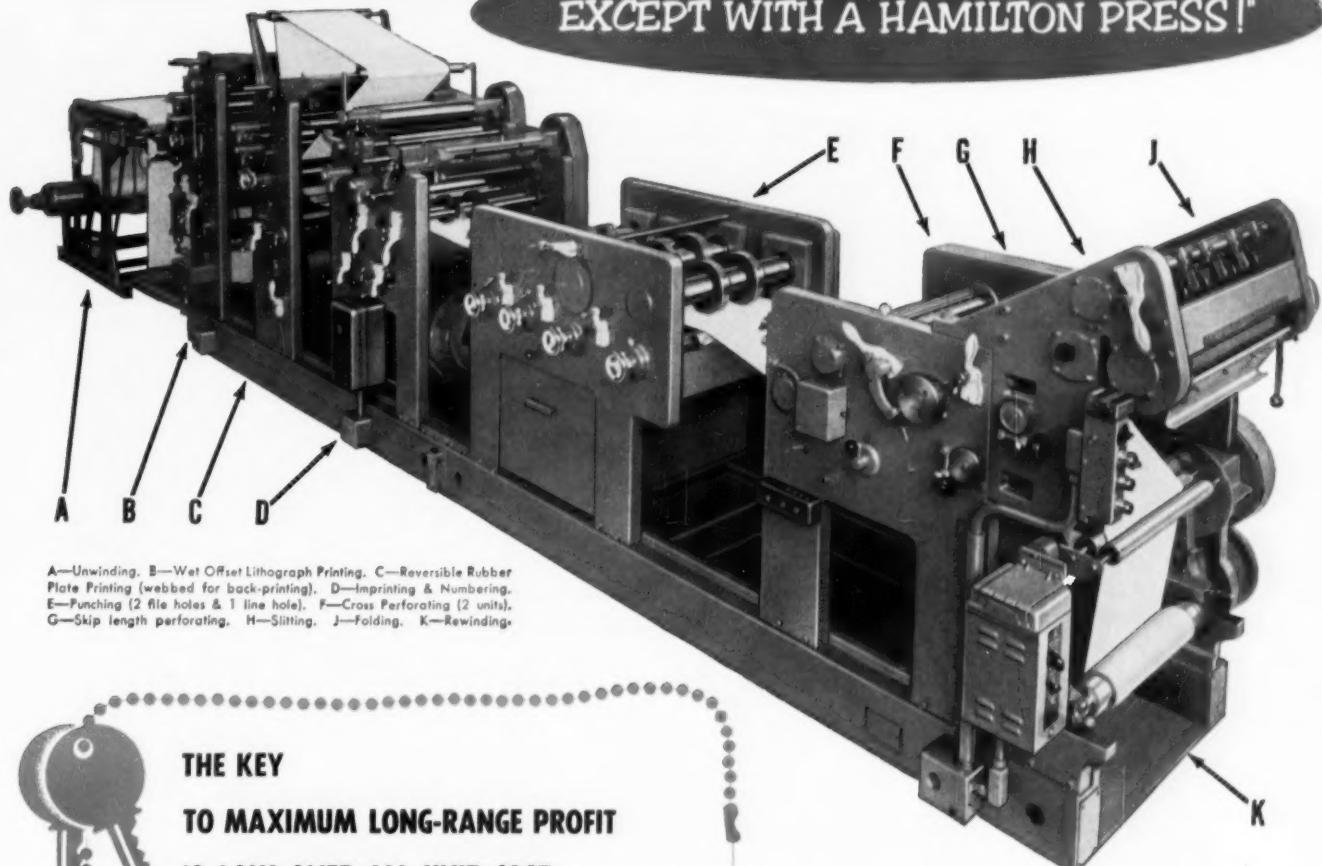
The Brown-Bridge Mills, Inc., Troy, Ohio

NEW YORK, 6 East 45th St. • CHICAGO, 608 S. Dearborn • PHILADELPHIA, 234 Belmont Ave., Bala-Cynwyd, Pa. • ST. LOUIS, 437B Lindell Blvd. • FT. WORTH, 2737 Teller • SAN FRANCISCO, 420 Market St.

FOLLOW THIS SERIES FOR THE REASONS BEHIND HAMILTON ECONOMIES

"YOU CAN'T COMPETE WITH A HAMILTON PRESS"

EXCEPT WITH A HAMILTON PRESS!"



A—Unwinding. B—Wet Offset Lithograph Printing. C—Reversible Rubber Plate Printing (webbed for back-printing). D—Imprinting & Numbering. E—Punching (2 file holes & 1 line hole). F—Cross Perforating (2 units). G—Skip length perforating. H—Slitting. J—Folding. K—Rewinding.

THE KEY

TO MAXIMUM LONG-RANGE PROFIT
IS LOW OVER-ALL UNIT COST

HAMILTON'S IS LOWEST!

A quarter-century of printing plant experience has clearly established these operating advantages for Hamilton Presses:

1. Web speeds of 500 ft. per minute—and more—are easily and smoothly attained because of Hamilton's dynamic balance and structural sturdiness.
2. A minimum of set-up and make-ready time is required because of the simple and rapid adjustments provided by Hamilton.
3. Maintenance time and expense are kept low, because of lifetime anti-friction bearings, as well as Hamilton's general sturdiness of moving parts and structures.
4. Practically uninterrupted production is, therefore, the for-

tunate result of Hamilton's minimum set-up and maintenance features.

5. Versatility and adaptability are provided by means of wide adjustment ranges and the modular (add-to or alter later) principle of Hamilton's housing and base design.
6. Register control and form accuracy are precisely maintained. Web is under complete automatic control at all times—from the constant-tension unwinder, through the governor*, the individual unit register controls*, to Hamilton's Unitension rewinder*, folder, or cut-off delivery.

*Patented



Learn how Hamilton's operating advantages can improve your competitive position. Communicate!

The HAMILTON TOOL COMPANY
900 HANOVER ST., HAMILTON, OHIO

"LEADERSHIP
THROUGH
PIONEER
RESEARCH"

Guy Logan Re-elected President LA Union Employers Section

Guy Logan of Monsen, Los Angeles has been reelected president of the Union Employers Section of Printing Industries Association of Los Angeles. Arthur Stewart of Rapid Lithograph Co. was reelected vice-president. New members of the executive committee are Paul Walker of Sterling Press, Irl Korsen of Eureka Press and Harry Wood of Wayside Press.

Still on the committee are Ralph Shepherd of Schaeffer-Shepherd, Robert Parker, Jr. of Parker & Son, Inc., George Lavacot of Western Lithograph Co., Jerry

Maras of Pacific Press Inc., Michael Wolf of California Litho Photoplate, Arthur Birdsall of California Electrotyping and Stereotype and Richard Rowbotham, of Dependable Binding Co.

LA Group Signs 500th Member

The Printing Industries Association of Los Angeles has recently signed its 500th member, setting a new membership record. Irl Korsen of Eureka Press, membership committee chairman, said the 500th membership went to Spartan Press of Hollywood. Spartan Press is operated by Sid Hersh and Tom Wood.

CONVENTIONS WHAT - WHERE - WHEN

JULY

International Graphic Arts Education Assn., annual conference, Santa Barbara (Calif.) College, July 29-Aug. 3.

AUGUST

Printing Industry of America, executive committee meeting, Hotel Shoreham, Washington, D.C., August 9-10.

International Assn. of Printing House Craftsmen, and Printers Supply Salesmen's Guild, annual conventions, Biltmore Hotel, Los Angeles, Aug. 12-15.

Southern Newspaper Publishers' Assn. (Eastern Div.), mechanical conference, Dinkler-Plaza Hotel, Atlanta, Aug. 19-21.

Mail Advertising Service Assn., International, annual convention, Drake Hotel, Chicago, Aug. 24-28.

SEPTEMBER

International Assn. of Electrotypers and Stereotypers, Inc. annual convention, Chateau Lake Louise, Lake Louise, Alberta, Canada, Sept. 5-8.

Packaging Institute, annual forum, Hotel Statler, Cleveland, Sept. 10-12.

Packaging Machinery and Materials Exposition, Public Auditorium, Cleveland, Sept. 11-14.

Pacific Newspaper Mechanical Conference, Biltmore Hotel, Los Angeles, Sept. 14-16.

National Paper Trade Assn., fall convention and exhibition, Conrad Hilton Hotel, Chicago, Sept. 17-19.

National Assn. of Photo Lithographers, annual convention, Hotel Commodore, New York, Sept. 19-22.

Advertising Specialty National Association, Palmer House, Chicago, Sept. 22-25.

International Printing Pressmen & Assistants' Union, quadrennial convention, Philadelphia, Sept. 24-28.

Greeting Card Association, annual convention, Hotel Roosevelt, New York, September 26-27.

Heckman and Mulcahy Promoted By Harris-Seybold Company

Henry H. T. S. Heckman has been named advertising manager for Harris-Seybold Co., Cleveland. R. W. Mulcahy, former advertising manager, has been ap-

Why Blatchford make-ups go fast and easy

Made up on the base and photographed actual size, this advertisement shows some things you can do with Blatchford

1. Anchor small unbeveled plates on all four sides, only 9 points margin needed (above).
2. More anchorage opportunity . . . 4 Catches inside, 4 Catches outside this "hollow" square.
3. Spot and anchor plates as tiny as a dime . . . or as oddly shaped as this arrow.
4. Catch holes in the chase handle plates that lap over.

Blatchford "Honeycomb" Base saves time and money . . . not only in form make-up, but in registration and during press runs, too. Write for new booklet.

Blatchford Division — National Lead Company — Atlanta, Chicago, Cincinnati, Cleveland, Dallas, St. Louis; Eastern U.S. and New England: E. W. Blatchford Co., New York City; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City.

* * *

Blatchford Base
Magnesium or Standard Metal

R. W. Mulcahy Henry Heckman

pointed assistant lithographic product manager for the firm, one of the country's largest graphic arts suppliers.

Mr. Heckman will direct advertising and sales promotion. He has had more than 15 years' experience in the industrial advertising field with Republic Steel Corp., and is a member of the NIAA.

Mr. Mulcahy will share responsibility for engineering and sales coordination of Harris-Seybold's offset presses.

Ship fast

OVERNIGHT your shipment speeds from coast to coast on United's "Big Lift" DC-6As!

RADAR, exclusive on United's DC-6As, means faster, smoother flight, on-time dependability!

Ship sure

SPECIAL PALLETS, with recessed wheels, speed loading and unloading, help protect the load!

DISPLAY PIECES, film, printed matter and plates are expertly handled and secured on United!

Ship United

RAF—Reserved Air Freight—guarantees you space dependability on all United equipment.

TELEMETER flashes your Airbill in advance of delivery, means faster pickup at destination.

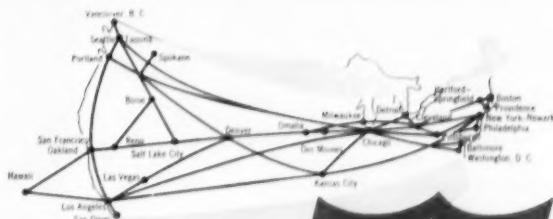


Examples of United's low Air Freight rates

per 100 pounds*

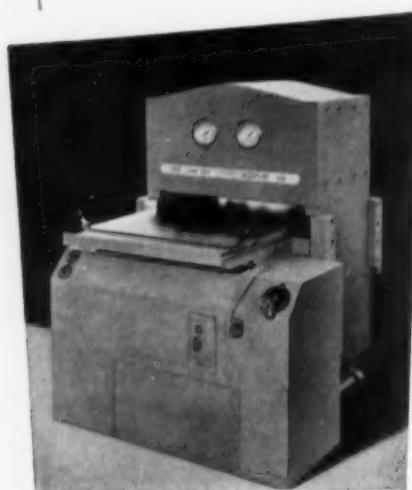
CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
DENVER to OMAHA	\$6.42
LOS ANGELES to SEATTLE	\$9.80
CHICAGO to LOS ANGELES	\$17.75
PHILADELPHIA to PORTLAND	\$24.15

*These are the rates for printed matter. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.



For service or information, call the nearest United Air Lines Representative. Write for free Air Freight booklet, Cargo Sales Division, Dept. IP-7, United Air Lines, 5959 S. Cicero Ave., Chicago 38.

RUBBER PLATE MOLDERS:



Models 18, 27 (illustrated) and 32 have platen sizes of 24" x 20", 31" x 25" and 36" x 28" respectively.

Special Model 32 has 36" x 44" platens.

Also available for plastic plate production is 550 ton Model 55 with 31" x 25" platens.

- Six models from 115 to 550 tons with platen sizes from 17" x 22" to 36" x 44".
- Most models available with electrically heated platens or steam plates.
- Manual operation or semi-automatic controls for automatic timing of pre-heating and curing operations.



Model 11 Acraplate
with 17" x 22" platens.

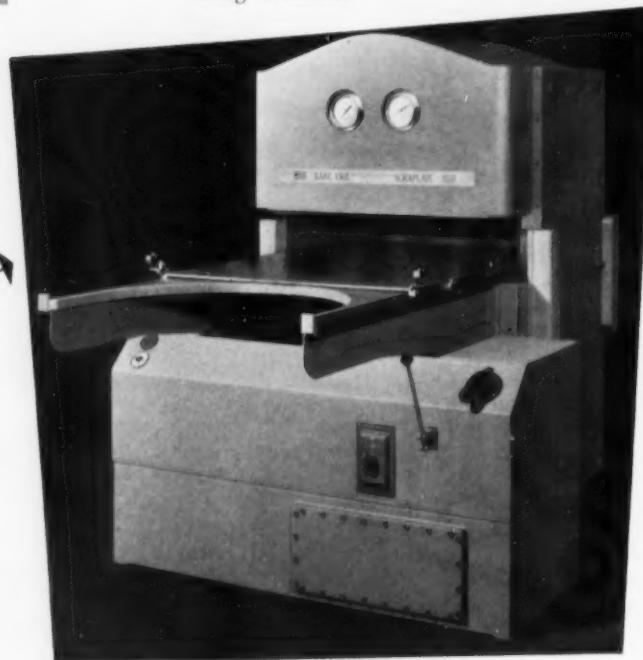
LAKE ERIE

ACRAPLATE

offers you the **WIDEST SELECTION** of platen sizes, heating arrangements and control systems.

WHEN YOU BUY A MOLDING PRESS BE SURE IT'S PERFECTLY SUITED TO YOUR NEEDS. The Lake Erie

Acraplate can give you the most efficient combination of features for your particular work. You'll have no regrets with an Acraplate. It will bring you daily satisfaction for years... as more than 650 Acraplates already in service are doing for others.



SEND FOR BULLETIN 350 describing in detail the many types and sizes of Acraplates... or let us have your requirements and we will recommend the model that fits your needs.

LAKE ERIE ENGINEERING CORPORATION

504 Woodward Avenue, Buffalo 17, New York

Manufacturers of the Most Complete Line of Hydraulic Presses for All Industry

LAKE ERIE ®

ACRAPLATE ®

DO YOU KNOW THAT...

WALDIS JANSONS has joined the production department staff of Hub Offset Co., Boston. Previously he was production and traffic supervisor of Coleman Press, Boston.

KURT HEINRICH has been named sales manager of Eastern Colotype Corp., Clifton, N.J. Before he joined the sales staff two years ago he was associated with D'Arcy Printing and Lithographing Co. and National Process Co.



Kurt Heinrich



Horace Thomas

HORACE THOMAS has been promoted to the sales staff of William S. Henson, Inc., pioneer letterpress and lithographers in Dallas.

BEN HARRIS has been named vice-president in charge of production planning for LaSalle Litho Corp., New York City. He is a New York Trade School estimating and production teacher and formerly served New Era Lithograph Co., Polygraphic Co. of America, and other graphic arts concerns.

W. BRADFORD DAVIS has been appointed sales manager of Recording & Statistical Corp., printers. He left the same position with the Lew A. Cummings Co. of Manchester, N.H., after 11 years.



W. Bradford Davis



Harold E. Timmer

HAROLD E. TIMMER has been appointed executive vice-president and member of the board of directors of

Gregg-Moore Lithographing Co., Chicago. He previously was with Rapid Copy Service, Inc.

GEORGE P. MALLONEE has returned to his duties as executive secretary of the Graphic Arts Association of Washington, D.C. after his operation in April.

GEORGE D. BAKER is the new executive director of Lind Brothers, New York letterpress firm. He joined the company eight years ago as a salesman specializing in consultant services. Now he supervises all client services.

JAMES L. GOGGINS, past president of the Club of Printing House Craftsmen of New York, has been named a vice-president and continues as plant superintendent of Dispatch Press, New York.

IRWIN WERNER has resigned as vice-president and general manager of Intaglio Service Corporation's Chicago operation. GEORGE W. HEILAND, vice-president in charge of manufacturing in Chicago, has assumed his duties.

FRANK E. PLUMRIDGE has been advanced to assistant production manager of Wm. H. Lockwood Sons, Inc., Hartford, Conn. He joined the company in 1948.



Frank E. Plumridge



Earl R. Johnson

EARL R. JOHNSON has been chosen financial services director of the Graphic Arts Association of Wisconsin.

DENNIS O'SHEA, director and vice-president in charge of the education division of Rand McNally & Co., has been chosen to fill a newly created position of general sales manager.

PHILIP A. ISSERMAN has been elected vice-president of the Mendle Printing Co., St. Louis.

CECIL A. BREWTON has succeeded HENRY TAIT RODIER as president of United Publishing Co., Washington, D.C.

DAVID W. SCHULKIND, president of E. P. Lawson Co., New York City, left

Filmotype's 'Pays-for-Itself' Plan Really Does!



"With the Filmotype Photo Composition Machine, we offer finest professional quality lettering and display type to attract more business . . . and it does!"

says: Hans Henkel,
Vis-O-Graphic Printing Co., Chicago, Illinois

Mr. Henkel's success with Filmotype is repeated hundreds of times in both small and large printing plants. And with the unique "Pays-For-Itself" Plan, you can use a Filmotype, the most popular photo composition machine in America—with out investment!

Filmotype is easy to use! Produces headings usually costing dollars for pennies!

- Over 1,000 styles and sizes of lettering and type to choose from
- Almost instantly, anyone can produce sharp, black proofs ready for paste-up
- Desk-top size . . . fits on any table . . . no special facilities needed



Get Complete Details . . . Mail this Coupon Today!

The **FILMOTYPE** Corporation

7500 McCormick Blvd.
Skokie, Illinois

- Send information about the "Pays-For-Itself" Plan and the Filmotype Photo Composition Machine.
- Have your representative give me a demonstration right in my own office. I understand there is no obligation.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



HOW TO SAVE MONEY ON DROSS LOSSES

First; minimize dross by using type metals free of dross-producing oxides. Those are Federated Castomatic® Type Metals, made by a patented process.

Second; use fluxes judiciously so that the very minimum of good metal — it's always tin that suffers most — goes off in dross.

Third; trade your dross in, pound for pound at a modest cost, for Federated Mor-Tin® metals. Mor-Tin restores your metal to the correct lead-tin-antimony balance and sustains your casting quality.

We shall, on request, send printed matter on any or all of the foregoing subjects. We have also an interesting booklet, "How to Save Money on Type Metals". And there's always a Federated Service Man not far from you who'll be glad to discuss your type metal problems.

Federated Metals

DIVISION OF AMERICAN SMELTING AND REFINING COMPANY
120 BROADWAY, NEW YORK 5, N. Y.

In Canada: Federated Metals Canada, Ltd., Toronto and Montreal

Aluminum, Anodes, Babbitts, Brass, Bronze, Die Casting Metals, Lead, Lead Products, Magnesium, Solders, Type Metals, Zinc Dust



recently to attend the international graphic arts show in Paris and to visit printing plants and binderies in Europe.

BERT G. HEFTER, vice-president and general sales manager of Milprint, Inc., packaging and lithographing company in Milwaukee, has been appointed member of the board.

MALCOLM BERMAN has been appointed vice-president and assistant general manager of Superior Printers, Inc. of Boston.

PETER M. FREIERMUTH has been appointed production manager of Western Printing Co., New York City. He previously was general manager of Central Color Press, Wilkes-Barre, Pa.

RAYMOND B. DAIGLE is the new eastern district sales manager in Brooklyn, N. Y. for Intertype Corp. He succeeds THOMAS A. MACELWEE who has been with the company since 1920.



Raymond B. Daigle



W. Wright Shippey

W. WRIGHT SHIPPEY has been appointed manager of the new ink plant of Slicht and Hellmuth, Inc., Atlanta, Ga.

EDGAR E. WIKOFF, vice-president of Sinclair & Valentine Co., and WALTER L. KITCHEN, president of Sinclair & Valentine Co. of Canada, have been named directors of the parent company. RICHARD MOSBY, formerly manager of S&V's Savannah branch, has become district manager of the territory covered by the Savannah, Charlotte and Greensboro branches. J. RUSSELL TIDDY has succeeded FRED C. WIKOFF, JR. as manager of the Charlotte branch. FRANK MITCHELL, formerly associated with the New Orleans branch, is now manager of the recently opened Mobile branch.



Richard Mosby



J. Russell Tiddy

ALBERT E. COFFEY, JR. of the Albert E. Coffey Co., Inc., has succeeded Sam Rose of Kellaway-Ide Co. as the new pres-



*

SNOWLAND BOND

Off to a swift start, bound for a smooth run, destined for a fine finish: that, in a sentence, tells the success story of Snowland Bond. Like skill in skiing, the quality of this good bond is far from a matter of chance. It is pre-determined: by the consistent source of Fraser raw material . . . by meticulous methods of manufacturing . . . by established standards of technical control . . . by exacting final mill inspection . . . by modern protective packaging . . . and even constant follow-through by trained Fraser service engineers in customer plants checking actual pressroom performances. Build repeat business with this line. Carried by leading merchants.



5,500 square miles
of scientifically con-
trolled Fraser forests
provide quality raw
material for papers
today and tomorrow.



FRASER PAPER, LIMITED

Sales offices: NEW YORK, CHICAGO
Mill: MADAWASKA, MAINE

ATF type news is good news for everybody

Now... ATF brings you *Repro Script*
and, to make the **SPARTAN** family complete,
Spartan Book & Spartan Medium Condensed

Repro Script

Repro Script is a medium-weight face with a hand-lettered appearance that you can use scores of ways. It is strong and vigorous enough for technical publications and industrial advertising; it is also graceful and dignified, and therefore most appropriate for announcements, greeting cards and social printing. The slant letters on square bodies make setting easy; there are no fragile kerns to break off or split. 18 through 60 pt. sizes.

Why it pays to use and specify ATF hand-set types

- There's an ATF face in exactly the weight, size, style and color to fit your needs.
- Artistically correct, designed by leading type authorities.
- Easy to get perfect spacing, correct fit.
- Sharp, clear proofs for reproduction by any means.
- Its low cost makes it economical to print from ATF type . . . a whole font in any one size often costs *less* than a few words in hand lettering, and can be used over and over again.
- For instance, the full font of 24 point Repro Script costs only \$12.60.

Spartan

The full series of Spartan. No need to tell any printer or advertiser how indispensable these basic sans serif faces are! Now, with the newly-cut ATF Spartan Book (6 through 36 pt. sizes) and Spartan Medium Condensed (6 through 48 pt.), there is a weight and design variation of Spartan to meet every printing requirement. For, in addition to these new Spartans, ATF offers Spartan Medium and Italic; Heavy and Italic; Black and Italic; Black Condensed and Italic; Extra Black and Special Figures.

And you'll like the "new look" of ATF service!

ATF's distribution picture has been sharply re-aligned — to give you speedy, right-the-first-time service. New dealerships from coast to coast make handling ATF type a full-time business, not a sideline. Specify and use ATF types and see how easy it is to have distinctive typography at prices everyone can afford! Write us today for specimens of Repro Script and the new Spartans and name of your nearest ATF type dealer. American Type Founders, 200 Elmora Avenue, Elizabeth, N.J.



This all-type advertisement was designed by Meyer Wagman. Repro Script, Spartan Book, Spartan Medium, Spartan Medium Condensed, Spartan Extra Black and Bodoni Book were used in its composition.

ident of Printing Sales Club of Printing Industries Association, Inc. of Los Angeles. Other officers elected are DON WESTON, North Hollywood Printing and Stationery Co., president; RAY SCHUSSLER, Schussler Litho Arts, secretary; JOE CROWLEY, Parker & Son, Inc., treasurer.

JOHN DILWORTH has been promoted from traffic manager and manager of printed sealing tapes and production scheduling to manager of the sealing tape department of the Gummed Products Co. He has been with the company since 1951.



John Dilworth



Joseph C. Doty

JOSEPH C. DOTY has been chosen Seybold product manager for Harris-Seybold Co. in the Dayton, O. plant.

JOHN V. COYNER will sell gummed printing papers and foil laminated papers in the Midwest for the Gummed Products Co. of Troy, O.

JAMES E. DOYLE has joined the sales staff of the Chicago office, Dexter Folder Co., Pearl River, N.Y.

FRED WOLF has been appointed director of research and product development for Kleen-Stik Products, Inc., Chicago.

General Rubber Corp., Tenafly, N.J., will be represented in New York City, New Jersey and Connecticut by JAMES I. PECK. He will handle the sales of press and delivery tapes, and transmission and conveyor flat and V-belts from his office in W. Orange, N.J.

MARVIN A. SNOW is now managing the San Francisco sales district of Ansco, photographic division of General Aniline & Film Corp. EUGENE H. MORIARTY will succeed him as manager of the Detroit district. George Klimt of Chicago has been appointed to the newly created position of field sales manager.

THE CORYDON M. JOHNSON CO., INC. of Bethpage, Long Island, has opened a branch sales office in White Plains, N.Y.

EDWARD A. ZICKERT has been elected secretary of American Type Founders. LOUIS E. PLENNINGER who became vice-president in charge of foreign operations has gone to Europe to consummate transactions which will add new lines of graphic arts equipment to the company's list.

LAWRENCE R. KESSEL, management and industrial consultant, has been elected a director of American Type Founders and a member of the board's executive

committee. He is a director and vice-president of Landis Machinery Co. and a director of S. Blumenthal & Co., United Cities Realty Corp. and the Committee for Economic Stability.

JACK KENNEDY has been promoted from sales manager to vice-president in charge of sales for the Egry Register Co. NORVAL DEAN was elected vice-president in charge of manufacturing.

CARL F. WOODS has been elected a director of Champion-International Co., paper manufacturer.

RAYMOND H. HERZOG has been promoted to general manager of the dupli-

cating products division of Minnesota Mining & Manufacturing Co.

ROBERT C. BURKE, who joined J. M. Huber Corp. six years ago, has been appointed ink division sales representative for the eastern district comprising Pennsylvania, New Jersey, and New York.

CLARENCE F. SHAFFER has left Pitney-Bowes, Inc. to become sales manager of the Macey Co., Cleveland, producer of automatic paper-collating equipment.

LEONARD B. SCHLOSSER has been elected president of the Schlosser Paper Corp. and will succeed his father, Fred Schlosser, deceased.

is Competition hurting You?



Are competitors' prices forcing you out of profitable printing jobs? If so, they might be just plain price cutters. OR they may have fast rotary equipment — SPEED-FLEX EQUIPMENT — capable of producing 6 to 10 times as much work per man hour. Their prices, based on rotary costs, may show an unusually good profit!

To meet competition successfully, investigate Speed-Flex high speed, multiple operation, low cost rotary job presses! Or the Speed-Flex line of high production equipment including letter and offset rotary presses with sheeters, continuous flat pack folders or rewinders, printing collators, roll-to-sheet collators and Color Verters. They'll help you meet competition!

30-day delivery on most letterpress models and roll-to-sheet collators. Six-month delivery on offset presses. Easy terms!

Manufactured by



"SINCE 1888"

direct inquiries to

117 W. 9TH ST., LOS ANGELES 15 • TRinity 8556

NEW YORK • 1140 BROADWAY • MURRAY HILL 3-1253

CHICAGO • 110 SO. DEARBORN ST. • RANDOLPH 6-7971

Orville Dutro & Son, Inc.

PRINTING PRESS SALES AND SERVICE

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Color Guide for Stitching Wire

A color guide for choosing colored stitching wire has just been released by the Acme Steel Co., 2840 Archer Ave.,

Chicago 8. The wire is finished with vinyl paint and comes in ten-pound coils .103 x .020-inch or other sizes on special order.

Rotogravure Inks and Their Use

Properties, types and printing techniques for rotogravure inks are discussed in a 38-page book offered by Champlain Co. A report compiled by the Packaging Technical Committee of the Gravure Technical Association is the basis for this book.

Topics include consumer ink handling, costs, disposition of used inks, screens, and application of gravure printing to pack-

aging. There is also a table listing physical constants of gravure solvents. Copies of "Rotogravure Ink" may be obtained from the company at 88 Llewellyn Ave., Bloomfield, N. J.

Halftone Process Explained

A monograph on photoengraving has been produced by Laurence, Inc., 547 S. Clark St., Chicago, in the form of a 4-page folder inserted in a file folder entitled, "You Can Be Fussy!"

The information contained is an explanation with illustrations of the halftone process, including square, highlight and outline halftones. There is also advice on preparing copy for halftones and a glossary of terms. This is the fifth in a series and is intended to tell how to buy and use photoengravings. Copies are available on request.

Letterheads for Advertising

"The Right Letterhead for You" is a portfolio of ten sample letterheads put out by the Neenah Paper Co. to help salesmen sell more letterhead jobs. They are designed to demonstrate the best way for a company to advertise itself on its letterheads. Copies may be obtained from Neenah distributors.

ONLY THE NEW C. B. NELSON COST-CUTTER SAWS GIVE YOU ALL THESE! WANTED FEATURES!

- **SUPER-SMOOTH OPERATION!** Full-sliding, Ball-Bearing Table with exclusive Adjustable Brake
- **PERFECT SQUARE CUT!** Exclusive Adjustable Saw Head eliminates taper
- **GREATER CAPACITY!** Larger table handles plates up to 24". ½ H.P. motor provides extra power
- **MICRO-ELEVATING TABLE!** Precision ball-bearing elevating mechanism for undercutting and mortising . . . dial indicator graduated in points
- **COMPLETE SAFETY!** Improved Saw Guards and Waste Chutes shield operator from flying chips
- **BENCH OR CABINET STYLES** Strip Cabinet or Self-Contained Waste Truck

THE QUALITY IS BUILT IN

The test of a good saw trimmer is how well it does its job, and how well it stands up under constant usage. The Nelson COST CUTTER SAWS pass both tests with flying colors. The built-in quality reduces "down time" to a minimum, and guarantees a precision job.

Write today for full details and the name of your distributor.

C. B. NELSON COMPANY
Division of Fastener Corporation
3700 River Road
Franklin Park, Illinois



Neenah demonstrates advertising on letterheads

Times Roman Specimen Sheet

Two new display sizes of Times Roman and Bold, 18- and 24-point, are shown on a specimen sheet offered by Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y. The sheet is designed for insertion in the Linotype Times Roman specimen book.

Copies of the specimen sheet or the complete booklet are available from the company or from any Linotype agency.

Application Roll Data

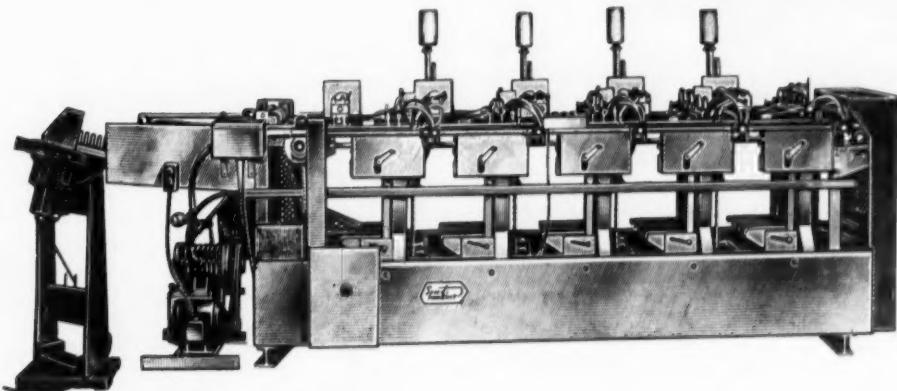
"Engraved Application Rolls" is a booklet produced by the Alclyde Engraving Co. of Chatham, N. J. It contains reference data pertaining to pounds of dry

CUT PRODUCTION COSTS

with the



model 51-1G



...and we will prove it to you!

So confident are we that the Speed-Klect will do all we say, that we will analyze a job for you... *run it at no cost or obligation* and prove to you it will cut your production costs substantially.

Speed-Klect Collators are completely flexible; will run almost any job—profitably:

- Single Carbons
- Signatures
- Tip-Ins
- Office Forms
- Section Pasting

- Carbon Attached Sections
- Accounting Machine Cards
- Voucher Checks
- Booklets
- Bookkeeping Machine Checks

"Collecting Collating Problems Is Our Specialty!"

Didde-Glaser, INC.
Emporia, Kansas

SALES OFFICES in . . .

Emporia, New York, St. Petersburg, Florida, Chicago
New York Sales Offices . . .
55 West Forty-second Street, New York City
Sole Canadian Distributors . . . SEARS LIMITED
Montreal • Toronto •
Winnipeg • Calgary • Vancouver

I want to take advantage of your
Speed-Klect sample job offer!

name _____

company _____

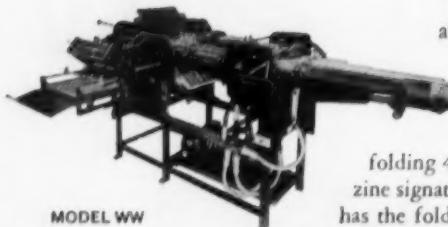
address _____

city _____ state _____

7

Clevelands...

*All Years Ahead in Utility, Speed
and Earning Capacity...
Proved by Performance, NOT just idle claims!*



MODEL WW
14 x 20"

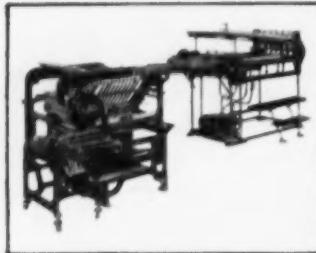
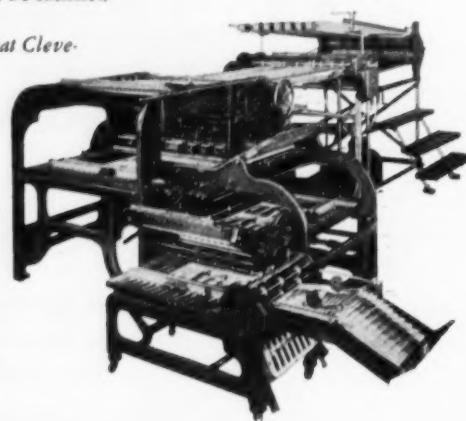
Every Cleveland folder, large or small, has established a world-wide reputation for dependable service. Over the years, research and development have gone ahead. The top quality of Cleveland Folders has never varied.

There's a Cleveland for every folding job, ready to prove its versatile superiority. Whether your requirements call for folding 4-page circulars, inserts, greeting cards, magazine signatures... numberless special jobs... Cleveland has the folder needed to handle it the best and most economical way.

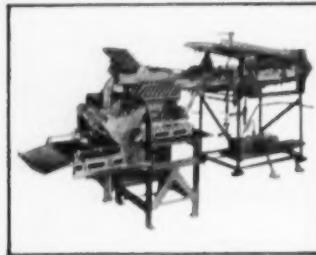
When you buy a Cleveland folder you've made an investment in profitable production. Don't be satisfied with less.

Send for complete information on the 7 great Cleveland Folders.

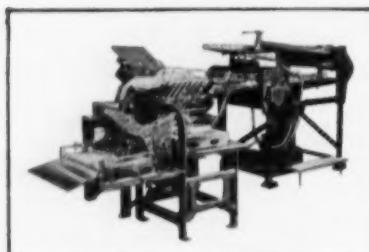
MODEL KK
44 x 58"



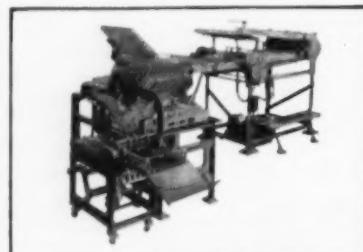
MODEL MM 28 x 58"



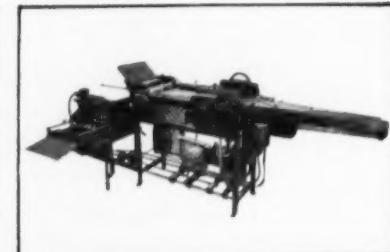
MODEL OO 22 x 28"



MODEL OS 19 x 25"



MODEL MS 25 x 38"



MODEL AT 17½ x 22½"

ILLUSTRATED CIRCULARS ARE AVAILABLE
FOR ANY OF THE ABOVE MACHINES

DEXTER FOLDER COMPANY

General Sales Office

330 West 42nd Street New York 36, N. Y.

2807

solids applied per 100,000 square feet in various cell depths for offset, gravure or helix groove application methods. The information is based on standard solutions of solids and volatile solvents and should be of value in determining the correct engraving to be used for specific machine applications. Copies may be obtained from the company, P.O. Box 32, Summit, N.J.

3M Guide for Processing Plates

"Platemakers Guide" is a booklet explaining the processing of Minnesota Mining and Manufacturing Co.'s presensitized photo offset plates. It contains information on chemical handling, negative considerations, plate handling, stripping and general trouble-shooting.

Processing techniques on these grainless plates are compared with those of the conventional grain plates. Copies may be obtained from the company through Dept. R6-120, 900 Fauquier St., St. Paul 6.

Redington Counting Machines

The F. B. Redington Co. has produced a folder on "Counting Machines for Industry." Models suitable for various printing presses are illustrated and described. Copies may be obtained from the company, 3000 St. Charles Rd., Bellwood, Ill.

Leatheright Cover Papers

A portfolio of Wheelwright Leatheright cover samples printed by letterpress, offset and silk screen to demonstrate versatility of the stock has been produced by Mead Papers, Inc. Copies of the portfolio and sample book are available from dealers or by writing to Frank Gerhart, director of advertising, at the company, 118 W. First St., Dayton 2, O.



Leatheright portfolio and samples are available

Loose-Leaf Sales Booklet

Elbe File & Binder Co., Inc., Dept. R-100, Fall River, Mass., is offering a 24-page "Idea Booklet" on the planning and preparation of loose-leaf sales presentations. The book includes a guide for se-

lecting binders with an outline on material construction and specifications. There are charts on hole punching, choosing paper grades and weights, and using the type page correctly.

Translucent Rag Master Paper

The Neenah Paper Co. has announced a folder of samples and information on Speedmaster, a 25 per cent rag content translucent master paper. It looks similar to bond but it allows light rays of the direct print copy machine to pass through it. Copies may be obtained from Neenah distributors.

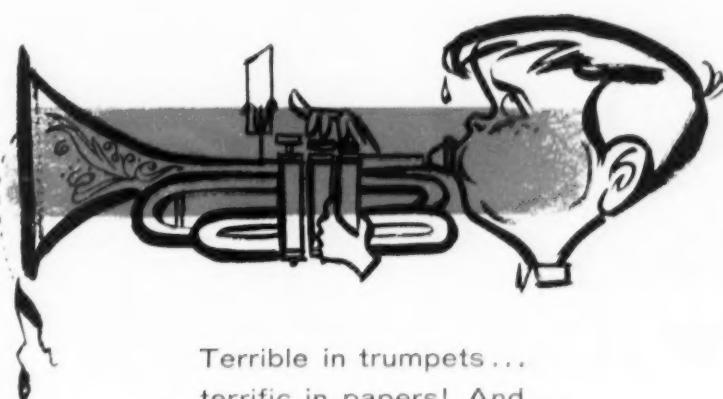
Dexter Quadruple Book Folders

A brochure covering the Model "N" Quad and Duplex Quad folders is being offered by the Dexter Folder Co., Pearl River, N.Y. Illustrations of each model with minimum and maximum sizes are included with a description of the mechanical features and other pertinent data.

Kodak Magenta Contact Screen

"How to Use the Kodak Magenta Contact Screen" is a revised booklet punched for insertion in the Kodak Graphic Arts Handbook covering such topics as making halftone screen negatives and positives,

FLAT



Terrible in trumpets...
terrific in papers! And...

Fox River cotton papers
are flat. On the skids...in the
feeders...on the presses...
in the bindery—they handle
easily. Finished jobs look
better, too! Try Fox River
on your next job.

Fox River cotton papers

Appleton, Wisconsin

making a vacuum film holder, and care of the contact screen. Details on the controlled flash method, highlighting, and determining exposures are included with charts on available sizes of the screen and the extension of tone scale by using controlled flash.

Copies are available from the Graphic Reproduction Sales Division, Eastman Kodak Co., Rochester 4, N.Y.

Social Usage of Military Titles

The May 1956 amended supplement to Proper Forms of Engraving for Social Usage is available from Engraved Sta-

tionery Manufacturers Association, 321 Tower Bldg., Washington 5, D.C. This bulletin covers forms to be used by the United States Army and Air Force personnel for cards, announcements and invitations of all kinds.

Curtis Composite Sample Book

A composite sample book containing 88 color swatches available in six text and cover papers is available from Curtis Paper Co. through its dealers. This book, also showing stock specifications and diagrams illustrating letterpress, offset and sheet-fed gravure, won an award in the

Lithographic National Association's sixth annual competition.

Mergenthaler Supplement Ready

Since the Linotype One-Line Specimen Book was issued six years ago, more than a hundred faces and point sizes have been introduced. Now comes a supplement replacing two earlier addenda and making the book a complete up-to-date reference to all of Linotype's typographic resources. Some 20 pages show new faces and point sizes. Special depth matrices for stamping, new figures, specimen alphabets, and special characters, including chemical, ecclesiastical, mathematical and musical are also shown. Mergenthaler Linotype Co. invites owners of the book to obtain the supplement from Linotype agencies.

Envelope Catalog Available

Justrite No. 58 Dealers Net Cost Price List of envelope products has been published by Northern States Envelope Co. Included are pass book envelopes, parking meter envelopes and bond and collateral envelopes.

Copies may be obtained by writing Northern States Envelope Co., 300 E. Fourth St., St. Paul, Minn. or the Justrite Envelope Mfg. Co., 523 Stewart Ave., S.W. Atlanta, Ga.

Erecting Storage and Work Space

A booklet on Dexion Slotted Angle is available from the Dexion Division, Acme Steel Co., 2840 Archer Ave., Chicago 8. Like an Erector set, Dexion can be built into a variety of structures useful to printers and other industries. See page 46, THE INLAND PRINTER for March for illustrated examples.

Greater Profits for Printers

The Los Angeles Printing Industries Association, Inc., has prepared a brochure evaluating more than 75 forms considered to be the basic tools of the printing industry entitled "Three Steps to Greater Profits." Copies can be obtained from PIA, 1434 W. 12th St., Los Angeles. They are free to members and \$1 to nonmembers.

Starters for Motor Control

Bulletin 9586 of Cutler-Hammer, Inc. on the a-c magnetic motor starter is available. It illustrates improved pressure type terminals and shows the wiring, construction, alarm circuit, and other pertinent information. Copies of this publication EE-191 may be obtained from the company, 254 N. 12th St., Milwaukee, Wis.

Growth of Labels and Trademarks

A booklet on the "History of Labels" is being offered by the Allen Hollender Co., 385 Gerard Ave., New York 51. Illustrated with samples of old labels, it presents the growth from early times to the present of what is now an accepted merchandising tool.



FORTUNE

light • bold • extrabold

The outstanding demand for Bauer's newest type, FORTUNE, has definitely established it as a basic tool for art directors and typographers. FORTUNE is available in light, bold and extrabold. If you have not yet specified or stocked FORTUNE, see your nearest Bauer Type distributor or write on your letterhead to:

BAUER ALPHABETS, INC.
235 EAST 45th STREET • NEW YORK 17, N.Y.



Set in Fortune, Venus Extended and Hellenic Wide

You can get it all from Mead—*Papermakers to America*



For better impressions, whatever the job, print on Mead Papers. You have at your disposal a completely diversified line of papers in colors, weights and finishes for every printed use. Let your Mead merchant be your source of supply. He knows that the skills and resources of the entire Mead organization are concentrated on the job of making Mead Papers the best value in paper today.

Mead Papers Give Trouble-Free Press Performance

Production costs lowered by uniform quality

Catalogs and folders, price lists and broadsides are a big and important part of your billing. Next time you estimate such a job, plan to use Mead Papers. You will have the satisfaction of working with a uniform, trouble-free paper produced with your needs in mind. Your customer will like the work you deliver. He will be more than satisfied with the appearance of the finished job.

For the finest printing, remember Mead Black & White Enamel, the

aristocrat of superfine glossy coated papers. Here is a brilliant white paper with a high gloss and uniform surface that are receptive to the finest half-tones and assure absolute fidelity of reproduction with maximum detail. For added economy, remember Mead Process Plate, the low-cost coated paper perfectly suited to high-speed production with heat set and flash dry inks. Both are standard products of The Mead Corporation. Let them work for your profit.

MEAD
papers

THE MEAD CORPORATION

Papermakers to America

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio
New York • Chicago • Boston • Philadelphia • Atlanta

Quality Letterpress Papers by Mead

- Dilcol Translucent
- Black & White Coated Cover
- Black & White Enamel
- Old Ivory Enamel
- Printflex Coated Cover
- Printflex Enamel
- Richfold Enamel
- Process Plate Coated
- Escanaba Enamel
- Mead Opaque
- Suede Laid & Wove
- Mead De & Se Tints
- Flat White English Finish

Ask your paper merchant for samples
of these papers

it's a perfect blue white!...
it's a real sparkler, too!...



...new, sparkling bright

EAGLE-A TROJAN BOND BLUE WHITE

Introducing . . . a new bond paper with a blue white brilliance that will give your printing a 100-carat look! It's Eagle-A Trojan Bond Blue White . . . a 25% rag content bond that's *really* outstanding for its bright blue white color, its opacity and printability. A fine choice for letterheads, office forms and direct mail, Trojan Bond Blue White comes in all regular substance weights and press sizes . . . and in envelopes-to-match. Write for an attractive portfolio of printed samples.

*Other papers in the Eagle-A Trojan line:
Trojan Record, Trojan Onion Skin.*



EAGLE - A PAPERS



AMERICAN WRITING PAPER CORPORATION
HOLYOKE, MASSACHUSETTS

Manufacturers of famous EAGLE-A COUPON BOND and other nationally-known Bonds • Onion Skins • Manifolds • Ledgers • Bristols • Texts • Covers • Boxed Typewriter Papers • Technical, Industrial and Special Papers

**MAKE MONEY!
SAVE MONEY!**

Over
60
Ways

1 Eight contemporary American designers present their idea-filled worksheets along with samples of the finished jobs in the "Howard Bond Letterhead Portfolio."

2 Planning an offset department? ATF presents for your inspection a folder of plans showing what can go where, especially when adding to a letterpress shop.

3 "Rotogravure Inks" is a technical report reprinted by Champlain to promote wide industry development. The booklet was prepared by the Gravure Technical Association.

4 "Industry's Flying Partner" may fill your need for facts on shipping via air freight. United Air Lines answers your questions on flying speed, frequency, and economy.

5 A booklet on hints, from operation and care all the way to trouble shooting methods, on rotary numbering machines is yours for the asking from Wm. A. Force & Company.

6 Help in your "stick-to-it-ness" can be had from the Brown-Bridge people. They are offering a "Handbook" with gummed samples and a "Demonstrator" of gummed paper.

7 "If you are job-hunting, should you use an employment agency?" and "Time for you to change jobs?" may be a way for you to further your graphic arts career.

8 Almost all of The "Lost" Goudy Types of F. W. G. are beautifully shown on a specimen sheet by Eastern Corp. Also on the sheet is the often quoted "The Type Speaks."

9 Morrison Co. has produced a series of leaflets showing its saw trimmers, slug strippers, and plate bevelers, all designed to save time and money in your composing room.

★ Here are printers' helps... available to you at no cost

18 Here's an assortment of Mead sample books and promotional folders, along with the "Letter Evaluator" which aids in rating sales letters before mailing.

19 Profits from short runs with the new small-size Miehle 17 Lithoprint. This offset press uses either deep etch, metal, pre-sensitized paper or direct image paper plates.

20 Move a single lever, and what have you got? The entire control—all under one hand—for any of the "Trumax" series hydraulic molding presses made by Monomelt.

21 Dissolving thickly-crusted ink film can be almost nice using either of the two type cleaners described in Chalmers' folders: "Instantaneous" and "Non-Flammable."

22 Whenever there's a need to make little ones out of big ones—paper that is—Lawson has a cutter to fit your needs, in 46-, 52-, and 55-inch machines.

23 A gatefold you will enjoy reading as well as find informative is put out by Strong Electric. It sheds light on the line of Grafarc fully automatic arc lamps.

24 A broadside is needed to tell all about the many jobs of the Multiform "Electromatic" Universal Saw-Trimmer made by Richards. It also drills, routs, and jig saws.

25 Bobby Brown, age 6½, asks his daddy about static in a Simco Co. folder. Why don't you listen to this story with him by filling in the postal card, now.

26 Need help on paper problems . . . try using the Oxford king-sized chart on paper selection, or the handy booklet on cost calculation with 10,200 answers. Count 'em!

27 Business form machinery—rotary web presses, and collators—are clearly pictured and described in a loose-leaf folder offered to you by Hamilton Tool Co.

28 Idea kit, Idea kit, Idea kit, . . . all for you. Show this folder of printed samples of Kleen Silk pieces to your customers. Bet it gives them an idea, and you a sale.

THE INLAND PRINTER, 79 West Monroe Street, Chicago 3, Illinois

Please send me, without cost or obligation, material described under the key numbers I have circled below:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	

My Name _____ Title or position _____

Company _____

Street _____ City _____ State _____

Number of presses: Platen _____ Cylinder _____ Rotary _____ Offset _____

OUR COMPANY DOES Commercial Ptg. Newspaper publishing— Daily Wkly. Circ.

Lithography Gravure Our own composition Trade composition Photoengraving

FILL IT IN...
TEAR IT OUT...
MAIL IT TODAY

- 29** A design analysis of some commercially produced letterheads may be had from Gilbert Paper by anyone interested in a short check list of good letterhead design.
- 30** Small or large needs can be filled by either of the offset presses by ATF. One is the "Green Hornet," a webbed job press; the other the all-new "Super Chief."
- 31** Gather ye round all of ye converters. The Speed-Kleat will gather and glue one-time carbon forms at high speed. This collector is made by Diddle-Glasser, Inc.
- 32** Got a tricky printing job? Read the specifications booklet on the Original Heidelberg Cylinder press—written from the printers' viewpoint. See if it isn't the ticket.
- 33** An ounce of prevention is worth about a pound of cure. Right so, with ink offset prevention, too. Read the picture-filled booklet on Oxy-Dry equipment that fits all needs.
- 34** Making a good impression is the job of Challenge proof presses. Sharp, too, is the way these machines are built in a variety of styles, and from the operator's viewpoint!
- 35** Want to get on the ball? Read how C. B. Nelson Co. did with their ball-bearing cast cutter saws, available in many models—made for composing rooms with you in mind.
- 36** Offset workers will find of great value "Platemakers Guide," a reference booklet presenting all aspects of preparing 3M grainless pre-sensitized photo offset plates.
- 37** Products for printing and lithographic aids by Ideal Roller are described for you in their latest catalog. They offer rollers, plate gums, and typographic supplies.
- 38** Intricate mixing at keyboard speeds is featured in folders on Linotype's Models 29 and 30. Model 31 permits expansion to your needs, while 32 has auxiliary magazines.
- 39** Advertising men as well as printers would find daily use for items in the Haberle line: a copy caster, 3-ply Vinylite type gauge, or a rubber cement jar. Pamphlets available.
- 40** Once upon a time, "Black Beauty" was only a horse. Now its the rust-resisting steel from which Mayville Black Beauty galleys are fashioned. Write for your folder.
- 41** "Write It Down!" is the theme of a guide booklet on recording-keeping papers by Parsons Paper. For you also, a design manual with many helpful hints on letterheads.
- 42** Zorkin offers a file folder of facts and specifications on Royal Zenith 29, a single color offset press, and a complete line of fine lithographic equipment.
- 43** If you use ink when you print, then send for and read the series of bulletins covering "Ink Conditioners" made by Central Compounding and watch the results.
- 44** Look it up in the "Red Book"! If you want all the answers to your questions on the Kluge Automatic Press. Just fill out the postal card and check the number.
- 45** Why do printers prefer Ludlow? You can decide after reading the booklet by Ludlow giving "some reasons," or the one showing "time records" of actual jobs.
- 46** Pictures of machines in action and a full text can tell you the story of Magnacraft's magazine wrapping and labeling units in "Modern Magazine Mailing Methods."
- 47** A production aid that tells a complete story at the same time is yours from Mid-States Paper. It's a full Really Flat Gummed Paper file folder and sample book.
- 48** Ask the man who pulls proofs in your shop if he wouldn't like to read about the new Vandercook 15-21 press. Maybe you would like to see this eight-page folder too.
- 49** You say you use rubber and/or plastic plates? Tell us what, send for the sheets on the Pasadena P-H-I Electric Plate Maker. They've really got something.
- 50** A catalog-booklet from McAdams features a pneumatic feeder, turn table, inserter, electronic control, delivery jogger, and rotary perforating machine assemblies.
- 51** Automatic arc control gives uniform intensity and color temperature. Read all about it and the complete new line of Hi-Lite arc lamps in the folder by nuArc Co.
- 52** A "Plate Makers Kit" for hand engraving in resilient plastic or rubber materials is described in the catalog of the Ti-Pi Co. Other tools and plate materials are listed.
- 53** Lithographic pressmen treasure their copy of "How to Lithograph Coated Offset paper." The book's 50 chapters tell, advise, solve. From Kimberly-Clark Corp.
- 54** A full series of demonstration folders printed in full color and showing some fine printing samples and papers makes a big bundle for you from the Oxford Paper Co.
- 55** Weston's "Red Book" makes it very easy for you to get essential information on paper. It's a 44-page, pocket sized book filled with reference facts and figures.
- 56** Make things tough for your competition, read all about the Speed-Flex rotary printing equipment for multi-copy and continuous forms—made by Orville Dutre.
- 57** Stimulation in the form of a fascinating story is available through a colorful brochure telling about products for ink, and paper, by Minerals & Chemicals Corp.
- 58** A complete envelope catalog showing almost every standard and specialty envelope made is yours from the Northern States Env. Co. for merely filling out the card.
- 59** A demonstration of color variety in letterheads and a file kit of cover designs will both be sent to you from the Hammermill Paper Co.—at your request, on the card.
- 60** How many sheets was that? Don't try to guess, use accurate automatic sheet counting and marking equipment made for you by the Counter and Control Corporation.
- 61** A sales aid is the reprint on "Stretching Carton Press Capacity." It tells the making of four-color presses from two-color flatbeds. By Western Printing Machinery.
- 62** Gest Mfg. Corp. offers details on a integral-motor line of vacuum pumps and air compressor equipment for limited space applications on any air moving or removing tasks.
- 63** Armour & Co. bulletins for you include No. E-5009 describing Armapad, a resin padding compound, and No. D-4004, telling of a flexible glue for gluing-off and casing-in.
- 64** When you need white paper, of a 100% cotton anniversary band grade, then the white of "Artic White" by Fox River is the white stock for you. Free white samples.
- 65** Bulletin KM-241 is designed to aid you in obtaining basic data on copy cameras, while PM-102 describes Robertson's automatic Dial-A-Plate offset exposure unit.
- 66** Do you convert paper, film, or foil? Whether you process or print, here is a complete catalog of precision engineered machinery manufactured by Hudson-Sharp.
- 67** "Photomechanical Equipment" reads the title of the W. A. Brown Mfg. Co.'s newest catalog. This midwest firm produces a wide range of platemaking and darkroom units.
- 68** Printing, perforating, and slitting, all at the very same time! Want to be convinced? Fill out the postal card NOW for the full leaflet on Cowan Pressroom Products.

AFFIX
STAMP
HERE

THE INLAND PRINTER
79 West Monroe Street
Chicago 3, Illinois

Precision formulated for uniformity to

PUT MORE QUALITY

in your reproductions



ANSCO GRAPHIC FILMS

Reprolith Film. Blue sensitive, for high contrast positives by contact printing from line and halftone negatives. May also be used in the camera.

Reprolith Thin Base. Blue sensitive, for making deep-etch positives and for dot etching. Perfect for lateral reversals, overlays and strip-ins.

Reprolith Ortho. High contrast, high ortho sensitivity. For line and halftone copying of black-and-white and color originals.

Reprolith Ortho Thin Base. High ortho sensitivity, high contrast. Excellent for halftone positives, overlays, strip-ins, lateral reversals.

Reprolith Ortho Vinyl Base. Extreme dimensional stability. For map making, line separations, photo templates and wherever accurate size-holding is important.

Reprolith Ortho Type B. High speed, high contrast. For negative and positive halftones and line work from black-and-white or colored originals.

Reprolith Panchromatic. Full pan sensitivity, high speed, high contrast. For direct halftone or line separations from colored originals.

Reprolith Ortho Type B, Thin Base. High contrast and speed. Ideal for overlays, strip-ins and for printing through lateral reversals.

ANSCO GRAPHIC CHEMICALS

Reprodol Developer. A prepared formula for producing maximum density and contrast. For line and halftone negatives, contact positives for dot etching and for fine-line negatives when processed without agitation. A convenient dry powder.

Stay-Flat Solution. Adhesive preparation in liquid form. Supports film evenly and securely on glass. Clear and matte-type solutions available.

Stripping Film Cement. Inexpensive, quick-drying. Creates a firm bond between strip film membrane and the mounting medium.

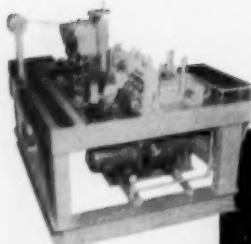
TO FILL YOUR MOST EXACTING REQUIREMENTS

There's an Anasco Graphic Arts Material for practically every photo-mechanical need. The higher your quality standards, the more your shop will benefit from Anasco Films and Chemicals. For Anasco products are

precision formulated for uniformity—to make it easy for you to standardize production. ANSCO, Binghamton, New York. A Division of General Aniline & Film Corporation. "From Research to Reality".

Anasco...graphically the finest since 1842





MAGAZINE WRAPPING OR MAGAZINE LABELING . . .

MAGNACRAFT MAKES A MACHINE for every Mailing Purpose!

Wrapping or labeling . . . Magnacraft does either or both operations for you faster and better than ever before! Magnacraft has sold more magazine wrapping machines than all other manufacturers combined! Our experience can help you with the proper selection of the right labeling or wrapping machine to fit your particular needs. Find out for yourself how Magnacraft machines will cut your costs and reduce your mailing time!

The Model S wrapping machine with inserting unit and rotary labeling head for installations mailing extremely large quantities of magazines at maximum speeds.



Write for complete information now!

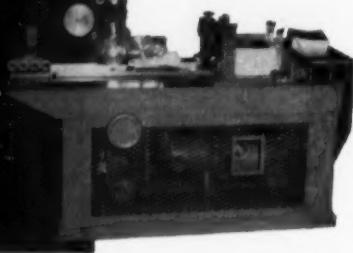
Magnacraft MANUFACTURING CO.

3138 W. CHICAGO AVE.
CHICAGO 22, ILL.

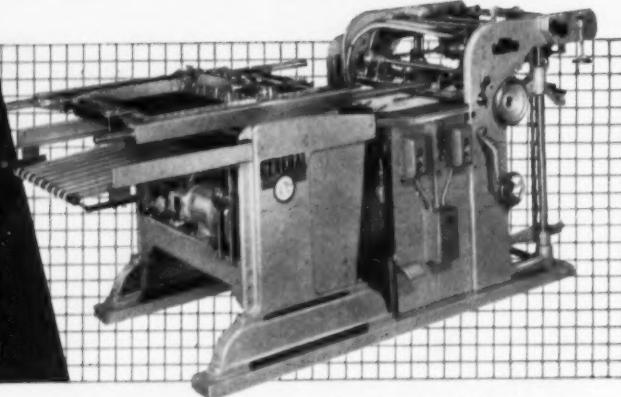


Model E — Combination wrapping and labeling machine. Magazines can be wrapped and labeled or labeled only on this heavy duty high speed production machine.

Straight feed magazine labeling machine with rotary head.



QUALITY screen process printing at HIGH productive speeds



High quality screen process printing is put on a profitable high production basis with these precision built General automatic units. The feeder handles a full range of stocks. The press features positive sheet control, hairline register, sharp line-impression printing and controlled inking. Adjustments are simple and positive. The unit can be attached directly to a General Thermo-Jet Dryer

which utilizes a new system for high speed drying of many inks and coatings by greatly accelerated evaporation.

- SHEET SIZE—MODELS FROM 19 X 25 TO 52 X 72
- SHEET THICKNESS—LIGHT PAPER TO 50 POINT BOARD
- SPEED—MAXIMUMS FROM 1200 TO 2500 SHEETS PER HOUR

Write for complete information



GENERAL RESEARCH AND SUPPLY COMPANY

572 SOUTH DIVISION AVENUE • GRAND RAPIDS 3, MICHIGAN

ROBERTS

Typographic Numbering Machines

**SINCE 1889 — a standard
of excellence for the industry**

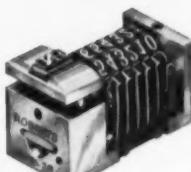
SUPERIOR CONSTRUCTION: Roberts typographics last longer, need far less maintenance because of *rack and gear construction*. Gear drive means no pins wearing out, no lost motion.

PERFECT IMPRESSIONS: Tapered drop cipher assures perfect height and alignment which, together with precisely engraved wheels, give constantly clear impressions.

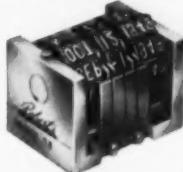
QUICK, EASY CLEANING: You can disassemble a Roberts machine in less than a minute. Removal of patented staple stop allows plunger, spring and guide to pop out for cleaning.



ROBERTS NUMBERING MACHINE CO.
Dept. 3-16-G, 700 Jamaica Ave.,
Brooklyn 8, New York
A Subsidiary of The Heller Corporation



Model 28 Type High

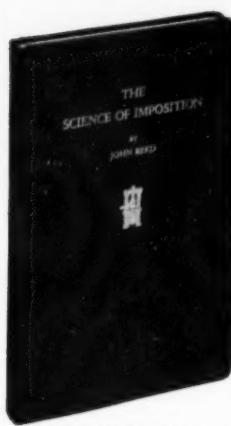


Dater Model 33
12 years on yearwheel

*For maximum profits,
specify Roberts. Send for
catalog and prices.*

Very Complete . . . THE SCIENCE of IMPOSITION

*A Treatise based upon the fundamental principles
of modern pressroom and bindery practices*



By JOHN REED

Ninety-one Illustrations
by the Author

Size 4½x6½; 132 pages. Flexible
binding, gold stamped.

In this treatise of such an important and complex branch of the printer's trade it is endeavored to so simplify procedure that any problem may be readily solved by the application of easily mastered fundamental principles. To qualify as a stoneman it is desirable to familiarize oneself with some of the operations in the pressroom and the bindery (which are covered in this book) as well as efficient modern imposition practices in general printing offices and some less familiar methods of specialty houses.

SOME CHAPTER HEADINGS
Making Margins.
Layouts for Hand and Machine
Folds.
Lining Up a Sheet.
Saddle and Side Stitched
Signatures.
Bookbinding Operations; Fold-
ing Machines.
Paper Folding Problems.
Lining Up Irregularly Mounted
Page Heads.
Lockup "Stunts".
Label Printing.
Plate-Mounting Equipment.
Lineup Operations.
Method of Verifying Layouts.
Binding Two Up From One Set
of Pages.
Some Modern Machine Folds.

Price \$5.35 Postpaid

THE INLAND PRINTER

79 W. Monroe St.

Chicago 3, Ill.

New!

Merset inc. announces
the big news in gold inks...

JOHNSON & BLOY'S

Gold ink in paste form!



Covers in just one impression!

- Greater adhesion on most surfaces!
- One impression . . . prints more cleanly . . .
- Labor saving . . .
- Run it on the press all day without washing up!
- Get added mileage!
- Developed by JOHNSON & BLOY, English manufacturers, specializing in quality metallic inks for over 40 years.

Order today! There are choice dealer territories still available.
MARSER, INC., 1186-1192 Broadway, New York 1, N. Y.

MARSER, INC.

1186-1192 Broadway, New York 1, N. Y.

MURRAY HILL 3-6670

Introductory Offer! Send me pound kit(s) @ \$4.00
per lb. Send Free 2 oz. Sample and Literature.

Check enclosed

Dept. No. IP76

C.O.D.

Name

Address

City

State

MONEY BACK GUARANTEE

- Rapid
- Reliable
- Economical



Model 125
Automatic Gluer



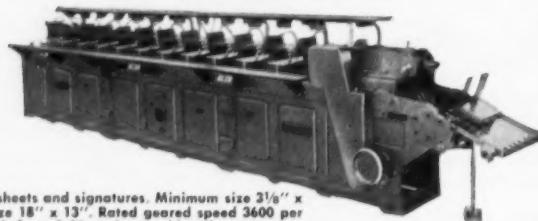
Model 127
Automatic Presser Coverer

Threadless Binding

FANQUICK

Gluers and Covering Machines

Suitable for any small—medium—large
Printer or Binder for paper covered
and full bound books



Model 200
Collator for single sheets and signatures. Minimum size 3 1/8" x
5 7/8"—maximum size 18" x 13". Rated geared speed 3600 per
hour. Furnished with from 8-30 pockets, with unique staggering
and stacking device. Special conveyor also available if
required.

Send for Sample Dummy . . . or let us bind one of your own books.

LLOYD ASSOCIATES, LTD.
15 WILLIAM ST.

NEW YORK 5, N. Y.

• Sole U.S.A. Agents & Distributors



Enjoy top performance
of YOUR Rollers and Blankets with Wash R228

- IN USE OVER 4 YEARS
- REMOVES GLAZE
- CUTS WASH-UP AND DOWN-TIME more than 50%
- PENETRATES INTO THE PORES
- GIVES VELVETY SURFACE
- POWER - PACKED
- "THE SECRET WEAPON"....RESILIUM (exclusive with ANCHOR)
restores natural bounce & traction

MAKES COLOR CHANGES • FASTER • EASIER

SAFE! NON-TOXIC!! NON-EXPLOSIVE!!!

* "THE SECRET WEAPON"....RESILIUM (exclusive with ANCHOR)
restores natural bounce & traction

PACKED: 1 & 5 gal. cans; 30 & 55 gal. drums Try it on Money-back Guarantee!
WRITE DEPT. RWI for free literature, "Roller Care"



ANCHOR CHEMICAL CO., INC.

SOLUTIONS FOR GRAPHIC ARTS PROBLEMS
829 BENJAMIN ST. BROOKLYN 38, N.Y. MAIN 2-8006

DID YOU SAY
FAIRCHILD
MOUNTING...

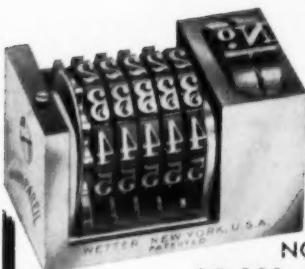
COLUMN widths and glued-up
blocking packaged in sizes
wanted most by Fairchild users.

IMMEDIATE DELIVERY

IRWIN
MANUFACTURING COMPANY, INC.
GARLAND, PENNSYLVANIA

You Can't
Beat
These Numbers

LOOK



NONPAREIL

\$24.00*

One-piece solid steel frames

\$29.00*

LOCK-WHEEL

COMPARE	Design	Features
	Quality	Price

NONPAREIL MODEL—for large dia. cylinder, automatic and platen presses—Roman or Gothic figures—forward or backward motion—"No," slide plunger only 7 pts. high.

LOCK-WHEEL MODEL—for small dia. cylinder high-speed presses—same features as nonpareil plus patent lock bar which prevents "throwover."

* 6 wheel models \$2.00 extra. Removable slide plunger \$1.00 extra. 7- and 8-wheel models available. All prices F.O.B. Brooklyn, N. Y.

Dollar for Dollar WETTER Gives You More

WETTER NUMBERING MACHINE CO.
ATLANTIC AVENUE & LOGAN STREET • BROOKLYN 8, N.Y.
ONLY UNION MADE NUMBERING MACHINE IN U.S.A.

Precision • Production • Profits . . .

PMC Sterling Toggle Base and Hook System
permits you to improve quality, increase production and decrease operating costs.

Plates are quickly positioned on rigid, precision made PMC Sterling Toggle Base. They are accurately registered and securely held by PMC Sterling Toggle Hooks.

Time required for lock-up, make-ready and register is cut substantially, resulting in less idle press time and more profitable operation.

PMC Wornock Rotary Hook System

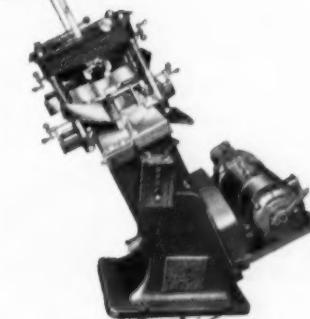
gives you positive, precision plate mounting on any rotary letterpress.

Assures speedy, accurate placement of plates—measured movement of hooks for hairline register—ability to hold extremely narrow margins and irregularly shaped plates.

PMC Die Cutting Machine

handles up to 300,000 pieces per hour. It dies out labels, or cuts round corners and trims three sides in one-speedy operation.

Write for additional information.



P M C

THE
PRINTING
MACHINERY
COMPANY

436 Commercial Square
Cincinnati 2, Ohio



Everywhere . . .

ALL OLDER-MODEL FOLDERS
being traded for the

1956 "GOLD-MINES"

with most important improvements in folder history
... increasing production 10% to 20%

We will buy your old models . . . you install the new 1956 MORE-PROFITABLE . . . on 30 months' pay-for-itself terms . . . no cash outlay . . . no finance charge.

James Gray, Inc., New York City, wrote . . . 4/16/56:

Dear Russ

It is just a little over three months since we replaced all of our folding machines with new BAUMFOLDERS. As you know, we bought two 25x38, two 17x22½ and one 17x22.

We're glad we bought the five machines from you and we're convinced they will have more than paid for themselves by the end of this year.

All I hear from the boys who are running them is a confirmation of how good they are and what wonderful production performances we are getting. They tell me: "The Continuous Feed, the Suction Feed, and the Friction Feed are equally good and we're mighty lucky to have nothing but new BAUMS in our department."

I thought you might like this information, Russ, and want you to know that we're glad you sold us on the idea of buying five new BAUMFOLDERS!

As I've said, they are doing a wonderful job for us.

Very truly yours,
Ed Mayer, President

Telephone collect (LOmbard 3-8164) . . . or drop a card
for our proposal

RUSSELL ERNEST BAUM • 615 Chestnut St., Phila., Pa.

when a
GOOD BASE
counts...

LITH-KEM-KO
COPPER BASE for ALUMINUM

It's an old, true story . . . about the early bird and the worm. Translated into lithographers' terms it means: if you want long runs, if you want to get the most out of your aluminum plates and yet retain their working, economical ease . . . then you've got to get the right chemicals out early, at the base of the job — you've got to get yourself LITH-KEM-KO chemicals!

FREE
Technical details.
Use this coupon.

LITHO CHEMICAL & SUPPLY CO.
46 Harriet Place, Lynbrook, L. I., N. Y.

Please send us complete information on
LITH-KEM-KO COPPER BASE for Aluminum.

Name _____

Company _____

Address _____

City _____ State _____



To all CRAFTSMEN

attending the 37th International Convention in Los Angeles, August 12-15:

"All the Best!"

To all MEMBERS of the CRAFT

who want better, easier, more economical press production, every day: You'll find these accessories

"Always the Best!"

COWAN BALL BEARING PERFORATORS

COWAN PERFORATING GRIPPERS

COWAN SLITTERS

MORGAN EXPANSION ROLLER TRUCKS

To find out how these accessories will help you, see your favorite printing supply house, or write to

COWAN PRESSROOM PRODUCTS
INCORPORATED

SERVING THE PRINTING INDUSTRY SINCE 1915

1651 COSMO
HOLLYWOOD 28, CALIFORNIA

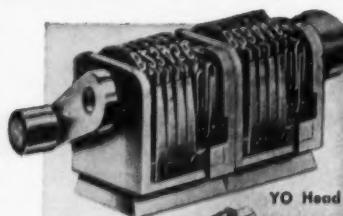
Number for Profit



STRIP TICKETS



COUPON BOOKS



YO Head

FORCE Rotary Heads
Center-Driven

Enjoy fast, profitable
ticket and coupon
numbering with
equipment designed for
the work. Let us send
more information
about Force Center-
Driven Heads.

• Write for Force
Rotary Head Operating
& Maintenance Manual



DUG Head



W. M. A. FORCE

& COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.



you can sell forms with your imprint



... deliver forms under your label



... with orders billed to you

SELL HANO FORMS AT A PROFIT!

Your "one-stop" source for today's demand for specialized time-saving business forms is Hano ... today's most complete line of Autographic Registers and forms, Snap-apart sets, Continuous and Tab forms. Use our 60 years of forms printing "know-how" ... sell Hano forms at a profit!



This colorful 8-page folder shows the complete line of Hano Business Systems. Available on request to established printers and stationers in the South, Southwest and Mid-west.



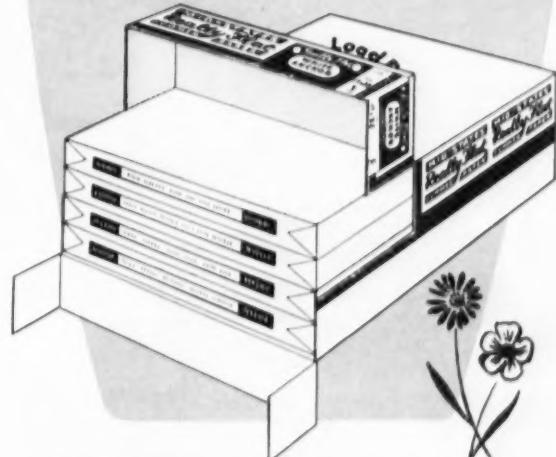
MANIFOLD PRINTERS SINCE 1888

General and Sales Offices: HOLYOKE, MASSACHUSETTS Warehouse and Branch Plant MT. OLIVE, ILLINOIS

**The gummed paper
that's always
"mill-fresh"**

**Mid-States
"Really Flat"***

**Gummed Papers...now packed
in this new easy-opening,
protective carton**



This special, hinged-top carton permits easier, faster removal of Mid-States *Really Flat* Gummed Papers. After it is opened, it continues to render *plus* protection for the remaining reams of gummed paper still inside.

The new package is a unique, telescope carton with a hinged lid in the top section and a "pull out" front in the bottom section. It holds four or five reams, depending on paper size. Each ream is individually wrapped in moisture proof paper that keeps the gummed paper "mill-fresh".

The carton is sealed with a special "Zing"** tape. Opening is easy. A quick pull on string ends at die cut intervals rips the tape, gives instant access without cutting.

Try mill-fresh *Really Flat* gummed papers on your next label job. See how beautifully they print by any process . . . how fast and troublefree they run through the press. Write for new sample folder.

LEADERS IN THEIR LINE

*Trademark

MID-STATES Gummed Paper Company
2519 S. DAMEN AVE., CHICAGO 8, ILLINOIS

New York • Syracuse • Philadelphia • Boston • Atlanta
Cleveland • Detroit • St. Louis • Los Angeles

Increase your Sales

WITH

JUSTRITE ENVELOPES!



Zenith Bank Pass Book Envelopes

Newest member to Justrite's large family of standard and specialty envelope products is the Zenith Bank Pass Book Envelope Line. Justrite offers these envelopes in 12 standard sizes that are ideally constructed for holding deposit and withdrawal pass books . . . a complete line to increase your sales and please your customers in the banking, savings and loan, and credit fields.

Your Justrite Sales Plan

Well illustrated catalog with complete pricing information . . . easy-to-present sample kits . . . one source of supply for a full line of envelopes — those services are features of your Justrite Sales Plan which provides you with an effective sales and profit building program.

Write for Zenith Line samples and Price List 7-BPS

Sold
For
Resale
Only

NORTHERN STATES ENVELOPE CO.
300 EAST FOURTH STREET, ST. PAUL, MINN.
JUSTRITE ENVELOPE MFG. CO.
523 STEWART AVENUE S.W., ATLANTA, GA.



*Are you GAMBLING
with FLAMMABLE
SOLVENTS*

ROGERSOL 7-11

**SAFE
ON HANDS,
WOOD, ROLLERS,
OR METAL**

**HIGH FLASH
and TOXICITY
CONTROLLED**

**REMOVES ANY TYPE DRIED INK
Instantly and Safely**

Why risk fire or explosion in your plant? Use ROGERSOL 7-11—the guaranteed safe TYPE WASH. Blended of finest quality chemicals. Cleans thoroughly and quickly. Harmless to HANDS, rollers, metal and wood.

BE SURE — BE SAFE

A trial of ROGERSOL 7-11 will prove its merits to you.

Send for generous free sample.

HARRY H. ROGERS CO., Inc.

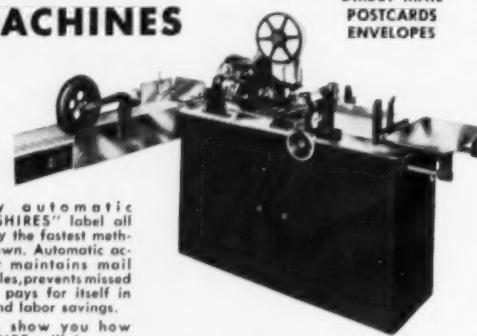
5331 S. CICERO AVE. • CHICAGO 32, ILL.
REliance 5-5100



up to **18,000 MAIL LABELS
PER HOUR**

with
**CHESHIRE
LABELING
MACHINES**

Used by
leading publishers
and direct mail
advertisers on
**MAGAZINES
NEWSPAPERS
CATALOGS
DIRECT MAIL
POSTCARDS
ENVELOPES**



Fully automatic
"CHESHIRE" label all
mail by the fastest method
known. Automatic accuracy
maintains mail
schedules, prevents missed
labels, pays for itself in
time and labor savings.

Let us show you how
CHESHIRE will improve
your mail methods.

Write today for full details!

CHESHIRE Mailing Machines, Inc.
1644 N. Honore St., Chicago 22, Illinois

**New Different EVA-PRESS
has no Equal**



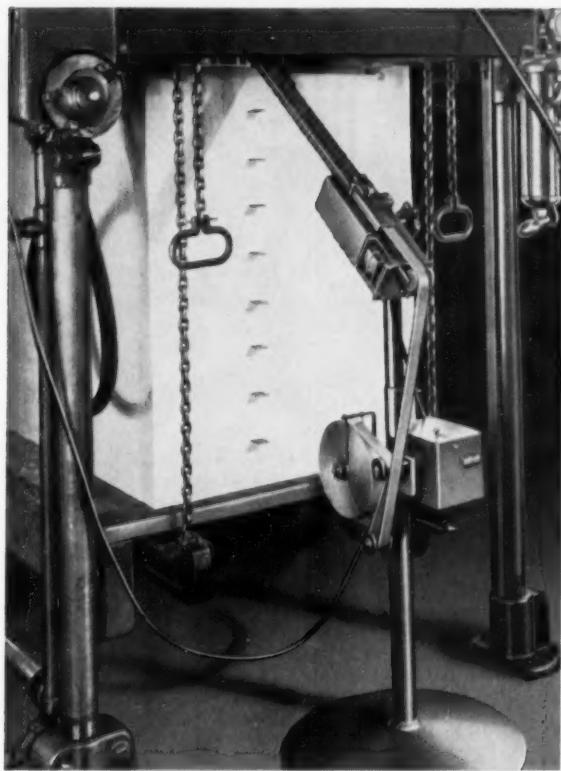
**IMPROVED
FEATURES**

- Exclusive pre-heat table
- Powerful construction
- Precision built
- Motorized push-button operation
- Electrically heated; thermostatically controlled
- Three platen sizes:
13"x18",
12"x17",
11"x13"

**TOPS IN EVERY RESPECT!
MAKE US PROVE IT.**

AMERICAN EVATYPE CORP.

735 OSTERMAN AVENUE DEERFIELD, ILLINOIS



Portable Automatic
SHEET COUNTER and MARKER
 for Press Delivery Skid Loads

- Eliminates counting time—builds profits.
- Fits all press sizes and sheet sizes.
- Count set by simple toggle arm selector.
- Count easily adjusted for zero start.
- Count readily corrected for spoiled or pulled sheets.

This compact, portable unit automatically *counts* and *marks* sheets being stacked at the delivery end of presses, sheeters, die cutters, etc. Costly hand counting is eliminated—absolute accuracy is insured.

The solenoid-operated counter is activated by a count pick-up switch on the machine, with uniform marking tabs inserted into the stack at pre-determined intervals. The standard counter permits marking sheets at intervals of 50, 100, 200, 500 or 1,000. For odd counts, a Cyclo-Monitor control is furnished, permitting selection of any count interval from 1 to 2,000.

Counter & Control now offers a complete line of automatic marker inserters for every type of job—general purpose or special. Compare your present sheet counting costs and the savings obtainable with one of these new units. Ask for recommendations (no obligation).

WRITE NOW FOR BULLETIN 401

**COUNTER &
CONTROL CORP.**
 5217 W. Electric Ave.

MILWAUKEE 14, WISCONSIN

Setting New Standards in
**GALLEY
UNIFORMITY**
 and
 Accuracy



**BLACK
BEAUTY**

Reg. Trade Mark

RUST-RESISTANT STEEL

of greater accuracy,
 at competitive prices, or

ALUMINIZED STEEL

of high precision uniformity,
 at slightly higher cost.

ALL HAVE MAYVILLE'S EXTRA
 QUALITY FEATURES — Safety
 Rolled Edges and — Reinforced
 Corners!

**ALL STEEL
GALLEY
CABINETS**

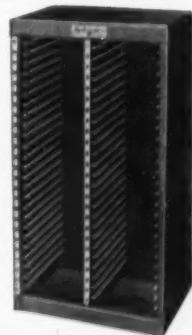
with One-Piece

Full Length Galley

Supports

Reinforced Construction

25-50-100 Galley Sizes



**Special Size Galleries and Galley
Cabinets Made to Order**

OTHER QUALITY MAYVILLE PRODUCTS

Movable Stock Racks — Offset Filing Cabinets
 Several Excellent Dealer Territories Still Available.

Mayville
METAL PRODUCTS CO.
 MAYVILLE, • WISCONSIN

See Your Dealer
 or write for literature



"hickey"

- LEATHER
- ROLLERS
- PREVENT

- EYESORES...

- Leather Rollers by SIEBOLD

- Work Easier • Improve Quality • Save Time

Improved printing quality and production from most types of offset presses—for short or long runs—starts with leather rollers. Siebold made, they are manufactured from the finest leather—chemically treated and tanned especially for lithographic use. Longer wearing and precision surfaced, they eliminate the time wasting, troublesome problems of lint, tinting, greasing and streaking. They distribute ink evenly, and correctly, to produce better quality printing. They will keep your plates clean. One grain roller on each unit will more than pay for itself.

Also available for intermediate and distributors.

Leather rollers by Siebold are in use in plants all over the country—giving unqualified service and satisfaction—day in and day out.

Specify Siebold's "Best by Test" Leather Rollers—and be sure of the results.

"OVER
A HALF CENTURY
OF SERVICE"



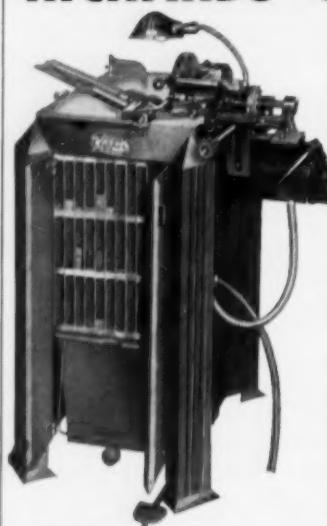
MEMBER: Lithographic Technical Foundation
National Association of Printing-Ink Makers
National Printing-Ink Research Association
N. Y. Employing Printers Association

J. H. & G. B.

SIEBOLD
inc.

EVERYTHING FOR THE LITHOGRAPHER
MANUFACTURERS OF PRINTING, LITHOGRAPHIC INKS AND SUPPLIES
150 VARICK STREET, NEW YORK 13, N. Y.

RICHARDS' "CLIPPER"



MACHINES THAT
GIVE TOP
PERFORMANCE
For
Printers
Stereotypers
Photoengravers
Electrotypes

Also
Richards
Modern Routers
Mortisers
Saw-Trimmers

CLIPPER
Rolling Table-Saw
3 Models

Designed and
Built by a Printer
For Printers

Send for Stratosphere Folder

J. A. RICHARDS CO.

903 N. Pitcher St.

Kalamazoo, Mich.

NOW YOU CAN CONVERT YOUR LETTERPRESS
RIGHT IN YOUR OWN PLANT TO DO PROFITABLE
HOT SPOT CARBONIZING

Write for details

AND TO CUT WEIGHT AND COSTS
IN COMPOSING ROOMS AND PRESS ROOMS

USE

**MAGNESIUM BASES
AND FURNITURE**

- feather weight
- super strong
- ever lasting
- no shrinkage or warpage
or breakage



Prompt delivery all sizes,
and heights

Send for details, price lists Today.

DOVEN

MACHINE & ENGINEERING CO.
2706 W. Van Buren St.
Chicago 12, Ill.

DON'T FLIP YOUR LID—
STATIC can be
eliminated!



The SIMCO "Midget" Static Eliminator does
the job easily, safely, inexpensively. It's guar-
anteed! Write today for information.

the SIMCO company

920 Walnut St.
Lansdale, Pa.

THE INLAND PRINTER'S

classified buyers' guide

RATES: Ordinary classified, \$1.10 a line per insertion (figure 36 characters per line); minimum \$3.30. Used monthly, \$35 a year for 3 lines; \$10 for each additional line. Situation wanted, 90¢ a line; minimum \$2.70.

Display classified sold by column inch with discounts for larger space and three or more insertions. Sample rates: One inch used one time, \$21; used 12 times, \$16 per insertion. Two or four inches used one time, \$19 per inch. Full rate schedule on request. Please send payment with order.

Copy must be received at 79 W. Monroe St., Chicago 3, Ill., by the 18th of the month preceding date of publication.

ADHESIVES

CARB-N-SET Penetrating Glue—Since 1936, the special adhesive to group-pad one-time carbon set forms. Carb-N-Set Forms, 816 Ferguson Ave., Dayton 7, O.

BRONZERS

MILWAUKEE BRONZERS — For all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Mineral St., Milwaukee, Wis.

BUSINESS AVAILABLE

JOB SHOP IN ROCHESTER, N.Y.: A three man Letter Press Shop, established 26 years, excellent clientele, good volume. For information P.O. Box 34, Rochester 17, N.Y.

BUSINESS OPPORTUNITIES

PLANT FOR SALE. Poster and Display Printing; midwest; est. 40 years; national business; exceptional; ideal plant; will lease bldg; owner retiring; terms. Box 6-40, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

MODERN LETTERPRESS and Offset Publication and Commercial Plant located in suburban community in Ohio. Could be operated as branch or expanded since plant is located in excellent printing market area. Gross sales for 1955, \$480,000. Completely staffed. Box O-37, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS, MATCHES, FANS, ADVERTISING NOVELTIES — Do your own imprinting. Sell your regular customers. Fleming Calendar Co., 6535 Cottage Grove, Dept. S, Chicago 37.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Weebush Calendar Imptg. Co., 80 Franklin St., New York, N.Y.

CARBON FORMS

Ennis | **ONE-TIME CARBON**
Amco | **CARBON**
A Better Carbon, Roll or Ream

Better Carbonizing—high grade, non-curling, non-tearing

Better Packaging—packed tight to arrive right

Better Variety—more than 1000 ream sizes, roll widths, colors, finishes and weights

Pencil Carbon—
Carbonized book and news

Write for samples, prices and information. Let us recommend the best carbon on your jobs for best results.

AMERICAN CARBON PAPER MFG. CO.
Factories at Ennis, Texas • Chatham, Va.

CARBON PAPER

IN STOCK
for Immediate Delivery
TARA 1-time Roll
CARBON PAPER

WIDTHS:	5 1/2	6 1/2	8 1/2	10 1/2
	5 1/2	6 1/2	8 1/2	10 1/2

No. 3030—Black No. 2020—Blue

Write for Price and Samples

THE AMERICAN CARBON PAPER CORP.
1918 W. LAKE ST. CHICAGO 7, ILL.
Chesapeake 3-4167

DISTRIBUTORS WANTED

DEALERS AND DISTRIBUTORS WANTED for Fast-Selling, Revolutionary New HANDCLEANER. Highly advertised—heavy repeat item for printing industry. Full or part-time sales can make big income. Guaranteed product. Write for full particulars. Dept. R., LANDON LABS, 117 WEST 67th TERRACE, KANSAS CITY, MO.

EQUIPMENT & SUPPLIES FOR SALE

SAVE! Lino & Ludlow Mats, Linotype, Intertype magazines. Midwest Matrix Mart, 633 Plymouth Court, Chicago 5, Illinois. Phone WEbster 9-3238.

FIRST SEE IF
FALCO
HAS
IT

THE HOUSE OF DEPENDABLE REBUILT EQUIPMENT

In Stock

TWO COLOR PRESSES

#6/0 TC Michle—52x70"
#46 TC Michle—35x46"
#41 TC Michle—29-7/8x41"
Miller TC—25x38"
Michle Tandem—22x28"

SINGLE COLOR PRESSES

#7/0 Michle—51x74"
#5/0S Michle—46x68"
#5/0 Michle—46x65"
#4/0 Michle—46x62"
#2/0 Michle—43x56"
#1 Michle—39x53"
#2 Michle—35x50"
#3 Michle—33x46"
#4/4R Michle—29x41"

NEW and REBUILT

Automatic Feeders available
for above listed Michles

AUTOMATIC JOB PRESSES

#46 Michle—36 1/2x46"
#41 Michle—31 3/4x41"
#2 Kelly—24x35"
#1 Kelly—22x28"
Miller Simplex—20x26"
Kelly B—17 1/2x22"
V-45 Vertical—14x20"
V-36 Vertical—13 1/2x20"

COMPOSING ROOM

Linotypes—Intertypes
Monotype Strip Caster
Model F Elrod, 8 Molds, Gas
219 Vandecook Proof Press

MISCELLANEOUS

50" Seybold Precision Spacer
68" Oswego Power Cutter
Model 443 Baum—28x44"

FEEDERS—DELIVERIES SAWS—SPRAYERS—BASE

THE FALCO CORPORATION

343 SOUTH DEARBORN ST., CHICAGO 4

Tel.: Harrison 7-5643

GENERAL OFFICE AND WAREHOUSE

47-01 35th St., LONG ISLAND CITY 1,

NEW YORK

Tel.: Stilwell 4-8026

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

MOLDING AND ENGRAVING RUBBER

at these convenient refrigerated sources of supply

Molding and engraving rubber from "U.S." assures the finest printing results. Why? Because "U.S." grows its own natural rubber, compounds its own synthetic rubber, and has complete control of manufacture all the way.

Get always fresh "U.S." rubber from any of our distributor's, Williamson & Co., four refrigerated stocking plants.

Caldwell, New Jersey • Bryan, Ohio • San Francisco, Calif. • Grimsby, Ont. or contact our Providence, R. I. plant direct.

Mechanical Goods Division



United States Rubber

Mar-V-Al

TRADE MARK

will cut your

DOWN TIME 20%

on Letterpress

and

INCREASE PRODUCTION

when Varnishing on an

Offset Press

Only the best wears this Mark

Send for free sample, brochure and name of Mar-V-Al distributor near you.

TILESTON & HOLLINGSWORTH CO.
211 Congress St. Boston 10, Mass.



Plastic and Rubber Printing Plate Materials Sold by leading Printers Supply Dealers—Used by leading Rubber Engravers. Free samples. Ti-Pi, 1000 Bdwy, Kansas City 5, Mo.

EQUIPMENT & SUPPLIES FOR SALE (Contd.)



Magnifiers

Photo-Engravers
Photographers
Lithographers
Printers

#10
9-Power

\$850

#20 12-Power . \$10.00

Has very flat field and great covering power

THE DOUTHITT CORP.

680 E. Fort St. Detroit 26, Mich.

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

LET US SOLVE YOUR LETTERPRESS REGISTER PROBLEMS

SINGLE COLOR . . . MULTI-COLOR PROCESS . . . FOLDING BOXES

- FLAT BED: All types, including embossing plates.
- ROTARIES: Miehle 76 and Harris TRG
- NEW SYSTEM for Cottrell Presses

TAYLOR MACHINE CO.

210 Guilford Ave. • Baltimore 2, Maryland



MONOMATRIX BOARD

MONOMOLD RUBBER MOLDING PRESSES (TRUMAX AND PHI)

RUBBER PLATEMAKING
SUPPLIES

Write for
new
prices

THE MONOMELT CO., INC.

1614 N.E. Polk Street

Minneapolis, Minnesota

WEB DRYING APPARATUS

- ROTOGRAVURE
- WEBB-OFFSET
- LETTERPRESS
- FLEXOGRAPHIC

OVER 25 YEARS EXPERIENCE

B. OFFEN & CO.

168 N. MICHIGAN AVE.
CHICAGO 1, ILLINOIS



RICHARDS' EXPERIENCE PAYS OFF

Let us help you sell Die-Cut Printing
Ask for Goose Book full of ideas

J. A. RICHARDS CO., KALAMAZOO, Mich.

ADDING or EXPANDING OFFSET?

Investigate the KENRO CAMERA and

DO TWICE the work of 11x14 Cameras—
More work than 14x17 cameras—the normal work of 16x20 Cameras.

YOU GET more camera in
less space for less money
with the vertical Kenro.

For Sale By: WNU-PALMER-BRINTNALL and other
Leading Dealers — Write:
Kenro Graphics Inc., Commerce St., Chatham, N. J.



BOOKS for PRINTERS from THE INLAND PRINTER

Send for our
FREE BOOK LIST

Progress is made through study. You will be a better printer, a better business man if you read books that will add to your knowledge. Every person in the printing business needs a library of books for reference, for study, for loan to young men just starting.

135 BOOKS

Which can be ordered
the easy way

No need to write to 25 or 30 different publishers to get the books on printing you should have. With the Inland Printer Book List, you can check off the items you want, send a check or money order to our Book Department and your books will come postpaid.

Art, Layout, Typography

The largest classification; there are 25 books from which to choose.

General Printing

Books which wouldn't fit in any other group; some of them are textbooks which cover the whole field—25 items mentioned under this heading.

Presswork, Paper, Ink, Color

20 books give you a wide selection.

Offset Lithography

10 different volumes about this fast-growing field.

Books, Bookbinding and Bindery Work

Nine books in this group.

Management, Estimating, Accounting

Eight books in this group will help you make more money.

Advertising

Ten books listed.

Silk Screen Printing

Six books in this fast-growing new field.

Proofreading

Five books, some of which are essential to accurate printing.

Photoengraving

Three books.

Book Department
THE INLAND PRINTER
79 W. Monroe St.
Chicago 3, Illinois

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

DEPENDABLE EQUIPMENT

Sold on money-back warranty

MIEHLE PRESSES

Verticals V-45
Model 61 Two Color Offset
press (new 1950)
No. 41 S.C. Unit current
model, chain delivery
No. 4/4R, No. 4/3R, No. 4/2R
2/0 Unit—Christensen Feeder
No. 1 Units, Nos. 17058, 17081

MILLER PRESSES

Simplex, 20x26
Major SY 27x41
Major TY 27x41 Two Color

KELLY No. 1 Presses

ATF Little Chief 14x20

WEBENDORFER Model S, 20x26

COTTRELL Five Color sheet fed rotary press 32x47

LINOTYPES Models 5, 8, 14, 30

KLUGE and LITTLE GIANT Presses

CLEVELAND 00 and K Folders

SEYBOLD 44" and 64" Cutters

TYPE & PRESS

of Illinois, Inc.

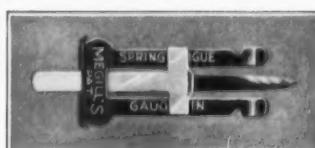
3312 N. Ravenswood, Chicago 13

Cable: TYPRESS, Chicago

Insist on Megill's

**Remember. Only Megill Makes
Spring Tongue® Gauge Pins**

MEGILL'S PATENT



\$1.80 doz. with extra Tongues

Sold by Printers Supply Dealers.

THE

EDWARD L. MEGILL CO.

The Pioneer in 1870

763 ATLANTIC AV., BROOKLYN 38, N.Y.

LINO-INTER-LUDLOW Mats bought,
sold. Over 1,000 fonts, immediate del.
Proofs on request. Send for latest list.
Also magazines, new & used parts. Mike Carbone, 617 Cherry St., Phila., Pa.

CHAPMAN STATIC ELIMINATORS
Guaranteed Static Elimination on
FOLDERS—PRESSES—EMBOSSERS
FEEDERS—CUTTERS—PERFORATORS
manufactured by
THE PORTLAND COMPANY
38 FORE STREET
PORTLAND, MAINE

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

MODERN PRESSROOM & BINDERY EQUIPMENT

Rebuilt Machines . . .

Sensibly priced

56" 1/0 2-col. Miehle, Dexter pile or
Cross feeder, ext. del.

65" 5/0 s.c. Miehle, Dexter pile or Cross
feeder, ext. del.

56" 2/0 s.c. Miehle, pile feeder, ext. del.
No. 4/4-roller Miehle swingback units,
bed 30 x 42.

No. 41 Miehle unit, bed 31 x 41.
2-col. 27 x 41 Miller, 4 track, oiling sys-
tem and A C motor.

28" x 41" 4-track Miller Major.
No. 1—22" x 28"; No. 2—22" x 34"
Kelly presses, reloading feeders, lub-
ricating system.

No. 3 Kelly—25 x 37, late improvements,
almost new.

22" x 28" Miehle Horizontal, straight
line del.

22" x 28" Miehle Horizontal Tandem.

Harris Offset Presses—17½" x 22",
21" x 28", 22" x 34", 41" x 54"
2—22x34 Ebco Offset Presses.
14" x 20" ATF Little Chief—
D. E. 17½ x 22½ ATF Chief

38"—44" Seybold paper cutters.
3—knife Seybold trimmer.
84" Oswego mill type paper cutter.
Intertypes, F2-2, C-CSM; Linotypes, 8-14.

NORTHERN MACHINE WORKS

(Tel. MARKET 7-3880)

323-39 North 4th Street, Philadelphia 6, Pa.

HELP WANTED

PROOFREADER: Well established industrial firm in MidWestern area has opportunity for an experienced proofreader for pharmaceutical trade publication, labels, and cartons. Training beyond highschool or equivalent experience is desired. Excellent working conditions include: 40 hour week, complete insurance and retirement plans, liberal vacation policy. Write stating background and experience to: Box O-43, INLAND PRINTER, 79 W. Monroe St., Chicago 3, Ill.

WANTED: Experienced quality man for evaluation of letterpress color work. Must be familiar with heat-set as well as oil press standards. Familiarity with standard quality control procedures desirable but not essential. Chicago location. Salary open. Box O-39, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

PLANT SUPERINTENDENT for combination letterpress and offset plant, specializing in publication printing, located in small city in mid-south. An opportunity to join a growing business, modern airconditioned plant. Give full particulars and approximate salary expected. Box O-42, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

FOREMAN FOR PLANT OF 20. Must be acquainted with all phases of job and publication operations, especially composing room. Permanent position. Give full details etc. in first letter. Box 298, Waverly, Iowa.

MANAGER FOR SHOW PRINTING PLANT. Great opportunity for qualified executive, familiar with this type of work; ideal plant; est. 40 years; Write Box 617, Mason City, Iowa.

HELP WANTED (Contd.)**LITHO CHEMIST**

We are an old, established company in the Chicago area, who needs a good litho chemist to round out the finest team in the business. Don't let the "old" fool you. We are fast moving, progressively minded and growing; and can offer an excellent opportunity to the man who has the know-how, and who wants to grow and help us grow. Box O-44, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

MEN WANTED — POSITIONS OPEN

Offset Printing Buyer-Liaison Man	OHIO \$ 6,000-\$ 6,500
Offset estimating exp. Age 28+	
Technical Director— complete knowledge mechanics of printing and costs	MIDWEST \$ 8,000
General Superintendent— Metal Decorating	MIDWEST \$ 10,000 up
Production Manager— Offset Letterpress	MIDWEST \$ 9,000-\$ 10,000
Ass't Manager—Estimating and Production Scheduling	CALIFORNIA \$ 6,300
Ass't Superintendent— Gravure & Flex.	\$ 6,000-\$ 8,000
Foreman—Bindery calendars and books	EAST \$ 6,200-\$ 7,500
Foreman—Trade Bindery	MIDWEST \$ 7,500
Salesman—Printing	INDIANA \$ 7,800
WANTED: Cameramen, datamakers, strippers, pressmen, compositors, proofreaders, monotype, folder operators, binderymen, etc. Offset presses in high demand.	
GRAPHIC ARTS EMPLOYMENT SERVICE	
Helen M. Winters, Mgr.	
Dept. ID-7, 307 E. 4th St., Cincinnati 2, Ohio	
List Your Confidential Application With Us	

INSTRUCTIONS

Linotype-Intertype Instruction
Ohio Linotype School
Logan, Ohio

MOTOR AND CONTROL EQUIPMENT

CLINE ELECTRIC MFG. CO., Cline-Westinghouse Motor and control equipment for printing machinery. 3405 W. 47th Street, Chicago 32, Illinois.

MULTI-FORMS

Join the scores of Printers, Stationers and Business Forms Agencies that are now enjoying profits with G.M.F. Lithographed Snap-I-Sets.

We do not sell direct — only through authorized dealers. Snap-I-Sets carry your imprint, they are shipped in your name and invoiced direct to you.

Every quotation is confidential and competitive regardless of your territory. Snap-I-Set one-time carbon forms for invoicing, purchasing, shipping orders and scores of other key operations are sweeping the country.

Use our specialized printing services to help you turn those lost orders into profits. Write today for samples and the G.M.F. dealer plan.

GENERAL
MULTI FORMS SALES COMPANY
P. O. Box 1094
2020 Jo Johnston Ave., Nashville 4, Tenn.

SALES HELPS

"It SELLS printing!"

Use *The Notebook of a Printer*

It's the best printer's house-organ you can get because it sells printing. Your name designed into it. Smart; low cost. Sales copy wins national award. ASK. Maybe your city and area is open. "It brings in business." "Prospects call us." "It makes money" . . . clients say. Send for facts. No obligation.

The ARBOGUST Company, Advertising
228 N. La Salle St., Chicago 1, Ill.

SELL SALES BOOKS

Give customers complete printing service and increase your income. You'll like our fine quality, fast delivery, low prices, liberal discounts. Write for handy sales kit and simple price list.

ADAMS BROS. SALESBOOK CO.
DEPT. P TOPEKA, KANSAS

SITUATION WANTED

PLANT MGR. — PRODUCTION MGR. Exp. all kinds commercial work, publications, directories—offset and letterpress processes. Know estimating, purchasing, production and quality standards, training programs, human relations. Write Box O-41, Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

STITCHING WIRE

SPECIFY PRENTISS Stitching Wire—Over 93 years of wire drawing experience. Supplied in coils or on spools. Sold by leading dealers everywhere.

TYPE FOUNDERS

HEADQUARTERS FOR CENTAUR
...and many other fine, useful types. Send for prices and specimens of all M & H Foundry Types.
MACKENZIE & HARRIS, INC.
659 POLSON STREET, SAN FRANCISCO 7, CALIFORNIA

Books About Type

Each in a different price classification. You'll find more listed in The Inland Printer's Book List . . . send for your copy today.

TYPOGRAPHER'S DESK MANUAL, Eugene de Lapotocki, \$4.50. A book to take the guess out of typography, with everything visualized for quick reference; excellent for study or for reference.

Prices include 35c handling charge
Send check or money order
with your order to

THE INLAND PRINTER
Book Department
79 W. Monroe St.
Chicago 3, Illinois

They Laughed . . .

When I said, "We'll Do the Embossing in Our Own Plant."

And you, too, Mr. Printer, can do professional embossing on your regular job presses if you order STEWART'S EMBOSSING BOARDS from The Inland Printer. A booklet giving full instructions is included with every order. Don't let those extra profits walk out the door.

5½ x 9½ inches	\$1.60 a dozen
9½ x 11½ inches	\$2.85 a dozen

Send check or money order to

THE INLAND PRINTER BOOK DEPARTMENT
79 West Monroe Street, Chicago 3, Illinois

Beats all for better printing!

20/20 OVERPRINT VARNISH
Homogenized, non-yellowing and crystal-clear. Fully scratch-resistant. Letterpress and litho.

MAKES GOOD INKS BETTER!

GLAZCOTE INK CONDITIONER®
Makes all inks tougher, glossier and highly resistant to scratches. Letterpress and litho.

MFRS. OF "33" AND "0-33" INK CONDITIONERS

Central COMPOUNDING CO.
1719 North Damen Avenue
EXPORT: Guterman Co., Inc., New York 4 • CANADA: Canadian Fine Color Co., Ltd., Toronto

IN A NUTSHELL

Riegel's

IT'S UNCONDITIONALLY GUARANTEED
DRUMHEAD TYMPAN

SAVE TIME • MONEY • TEMPER.
READY-CUT, SCORED TOP SHEETS.
SIZES FOR ALL HIGH SPEED PRESSES.

FREE Write for trial
sheets, state press and
sheet size wanted.

RIEGEL PAPER CORPORATION • P. O. Box 170, Grand Central Station • New York 17, N. Y.

Advertisers' Index

Adams Bros. Salesbook Co.	128	Fox River Paper Corp.	109	Monomelt Co., Inc.	126
American Carbon Paper Corp.	125	Fraser Paper, Limited	103	Morrison Company	79
American Carbon Paper Mfg. Co.	125	Gegenheimer, William, Co., Inc.	11	National Lead Co.	98
American Evatype Corp.	122	General Aniline & Film Corp.	115	Neeko-Edwards Paper Co.	31
American Roller Co.	2	General Multi Forms Sales Co.	128	Nelson, C. B., Co.	106
American Smelting and Refining Co.	102	General Research and Supply Co.	116	Northern Machine Works	127
American Steel Chase Co.	126	Gilbert Paper Co.	6	Northern States Envelope Co.	122
American Type Founders	14, 15, 104	Graphic Arts Employment Service	128	nuArc Company, Inc.	89
American Writing Paper Corp.	112	Haberle Company	126	Nygren-Dahly Co.	92
Anchor Chemical Co., Inc.	118	Hamilton Tool Co.	97	Offen, B., & Co.	126
AnSCO	115	Hammermill Paper Co.	32	Oxford Paper Co.	17, 18
Arbogast Company	128	Hano, Philip, Co. Inc.	121	Oxy-Dry Sprayer Corp.	33
Armour and Company	25	Harris-Seybold Co.	20, 21, 22	Paper Manufacturers Co.	34
Bauer Alphabets, Inc.	110	Heidelberg Sales and Service	29	Pitney-Bowes, Inc.	4
Baum, Russell Ernest	120	Hudson-Sharp Machine Co.	75	Portland Company	127
Blatchford, E. W., Co.	98	International Assoc. of Electrotypers & Stereotypers, Inc.	13	Printing Machinery Co.	119
Brandtjen & Kluge, Inc.	24	Intertype Corporation	Outside Back Cover	Process Color Plate Co.	10
Brown-Bridge Mills, Inc.	96	Irwin Manufacturing Co., Inc.	118	Railway Express Agency	16
Cantine, Martin, Co.	126	Justrite Envelope Mfg. Co.	122	Richards, J. A., Co.	134, 126
Central Compounding Co.	128	Kenro Graphics Inc.	126	Riegel Paper Corp.	129
Challenge Machinery Co.	85	Kimberly-Clark Corp.	26	Rising Paper Co.	5
Champion Paper and Fibre Co.	81, 82	Kleen-Stik Products, Inc.	8, 9	Roberts Numbering Machine Co.	117
Champlain Company, Inc.	35	Lake Erie Engineering Corp.	100	Robertson Photo-Mechanix, Inc.	84
Chandler & Price Co.	37	Langston Monotype Machine Co.	36	Rogers, Harry H., Co., Inc.	122
Cheshire Mailing Machines, Inc.	122	Lawson, E. P., Co.	27	Royal Zenith Corp.	7
Consolidated Water Power & Paper Co.	28	Litho Chemical and Supply Co.	120	Siebold, J. H. and G. B., Inc.	124
Cotrell Company	20, 21	Lithoplate, Inc.	22	Simco Company	124
Counter & Control Corp.	123	Lloyd Associates, Ltd.	118	Simonds Saw and Steel Co.	93
Cowan Pressroom Products Inc.	120	Ludlow Typograph Co.	1	Sinclair and Valentine Co.	38
Cromwell Paper Co.	Inside Back Cover	Mackenzie and Harris, Inc.	128	Star Parts, Inc.	83
Dexter Folder Co.	108	Magnacraft Manufacturing Co.	116	Strong Electric Corp.	19
Didde-Glaser, Inc.	107	Marsel, Inc.	117	Taylor Machine Co.	126
Douthitt Corporation	126	Mayville Metal Products Co.	123	Teletypesetter Corporation	30
Deven Machine & Engineering Co.	124	McAdams, John and Sons, Inc.	129	Tileston and Hollingsworth Co.	126
Dutro, Orville, & Son, Inc.	105	Mead Corporation	111	Timken Roller Bearing Co.	23
Eastern Corporation	12	Megill, Edward L., Co.	127	Ti-Pi Company	126
Falco Corp.	125	Mergenthaler Linotype Co.	Inside Front Cover	Type and Press of Illinois, Inc.	127
Fastener Corp.	104	Mid-States Gummed Paper Co.	121	United Air Lines	99
Federated Metals	102	Miehle Printing Press and Mfg. Co.	86	United States Rubber	126
Filmotype Corp.	101	Miller Printing Machinery Co.	95	Vandercook and Sons, Inc.	77
Fletcher Paper Co.	94	Minnesota Mining and Manufacturing Co.	87, 88	Wesel Manufacturing Co.	91
Force, Wm. A., & Co., Inc.	120			Western Gear Works	105
				Wetter Numbering Machine Co.	119

DO BEAUTIFUL ONE AND TWO COLOR PRINTING ON TAPE AT LOWERED COST WITH McADAMS AUTOMATIC ROTARY-X

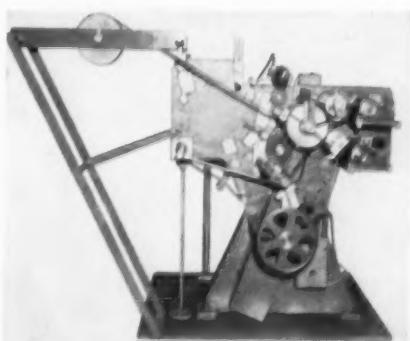
The splendid automatic performance of McAdams new Rotary-X Tape Printer contributes to the high operating efficiency and consequent lowered production cost.

Kraft Paper, pressure sensitive tapes, and many other types of tapes can be used.

Tapes may be 3 inches up to 6 inches in width. Printing is constantly full bodied and brilliant. Feeding rolls and delivery rolls unwind and rewind in perfect unison.

Send for
illustrated
Bulletin RX-9

JOHN McADAMS & SONS, INC.
ALBERT BROADMEYER, PRESIDENT
20-22 KNIGHT STREET • NORWALK, CONN., U.S.A.
ESTABLISHED 1842



THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ WHEN THE LOS ANGELES CLUB of Printing House Craftsmen planned the program for the 37th annual convention, General Chairman Reaugh Fisher outlined his basic plans for the International convention's educational program. He pointed out that it would be his purpose, first, to reduce the number of speakers so that those who appear on the program will have ample time to develop their subject; second, to see that the speakers all participate in the post-clinic consultation period on a round-table basis; third, that the clinics themselves be set up on a "production step" basis rather than a "process" basis; fourth, that the speakers be asked to develop their remarks with special emphasis on the problems and needs of the *small shop operator* and production executive.

At last, somebody on a national basis is paying some attention to the small printers, of which there are so many thousands scattered throughout the country. The small printers are the ones who need the help; for the most part, they cannot afford high-priced research men, trained personnel experts, efficiency and production engineers, to tell them how to run their businesses in such a manner that they can get efficient production at the lowest possible cost—and, consequently, a better profit percentage than the widely publicized national figure of less than four per cent.

So, more power to the International Association of Printing House Craftsmen if its officials will devise a convention full of help for the small printers. It's a long step forward in the educational activities of the organization.

★ THIS BUSINESS OF DESIGN in industry generally, and in graphic arts specifically, almost moved us to attend the Aspen Conference last month out in Colorado. There are so many conferences and conventions in this business that we finally had to forego the pleasure of a nice vacation in the Rockies. But we'll have a report on it.

So we were particularly happy to note that Dr. M. F. Agha, consulting art director and former president of the American Institute of Graphic Arts, has come up with some tongue-in-cheek advice on training graphic arts designers.

At the First Visual Communications Conference in New York City, he labeled and defined these steps:

Laundry list. Small design units at corners, sides or center of huge white space.

Jail windows. Layouts based on geometric forms and arrangements of rules.

Floating kidney. Palette-shaped or other oddly fashioned frames or designs.

Sliced Bodoni. Type lines set in curves.

Antique pieces. Gay Nineties couple eyeing TV or other illustrations out of context.

Bent hairpins. Bent pieces of wire as line illustration copy. Anything that doesn't look as it is supposed to. Anything used for other than its original purpose.

Hair-in-the-soup. Design like tangled strings, complicated loops.

Cockeyed design. Color units deliberately composed not to register, or to bear any relation to the black-and-white.

Bug-eyed monsters. Out-of-joint arms and legs, multiple or misplaced eyes, and similar "expressionistic" units.

Black-faced minstrels. "If the design is lousy, reverse it."

★ WHAT THE HELL IS SYNERGISM? That's the title of a small booklet that jumped out of our mail the other day. Never having heard the word synergism, we were just ready to look it up when the inside front cover saved us the trouble.

Synergism, according to our mutual friend, Mr. Webster, is "a joint effort that produces a greater effect than the sum of the same efforts taken independently."

Turns out the booklet was an unusual piece issued by the Graphic Arts Association of Illinois to educate its old members and to promote new memberships. We were pleasantly surprised to find out how many services a graphic arts association can offer its members.

A low bow to the Graphic Arts Association of Illinois and its secretary, Frank J. Bagamery, for a piece every graphic arts association would do well to emulate.

★ UNCLE WAS GOING ON A LONG TRIP and as a farewell gift Aunty went to the local print shop and purchased some personal stationery for him.

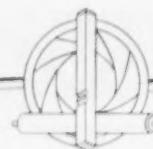
"Will that be all?" asked the girl at the counter.

"Not quite," said Aunty. "I know the old philanderer too well. Print 'Dear Alicia' on the top of each sheet."

★ WE'VE OFTEN WONDERED just how those printers of 500 years ago were able to get such perfect register with their color work. Fust and Schoeffer (whose printer's mark has been adopted by the International Association of Printing House Craftsmen as its official emblem—see page 65 of this issue of *THE INLAND PRINTER*) away back in 1457 knew how to print two colors in perfect register. They did it by inking the whole page of type with black and then carefully inserting fancy initials inked with another color, and printing both at once on a flat-bed press. Slow work—but the results were perfect.

★ WITH APOLOGIES TO JOYCE KILMER:

Pomes are writ by fools like me,
Bodoni God can make a tree.



now...
CROMWELL
offset packing
is available
with a
new
feature—
**PRINTED
GUIDES**

- C**
R
O
M
W
E
L
L
- Saves waste**
(10" spacing between arrows
makes it easy to measure
off exact amount of paper
you need)
- Identifies grain direction**
- Facilitates inventory
control**
by showing caliper number.

Cromwell 

the only name you need to know in makeready papers.

TYMPAN · OFFSET PACKING



Ask your paper merchant for a
sample for your press.

**CROMWELL
PAPER COMPANY**

4801 South Whipple Street
Chicago 32, Illinois



**ANYONE
WHO
NEEDS
A NEW
INTERTYPE**

IS ALREADY PAYING FOR IT...

Publishers and printers faced with today's high production costs must get maximum output for every hour of typesetting.

Are you now throwing money away by . . .

1. Cutting in mixed heads or display by hand instead of mixing at the keyboard.
2. Setting heads and ads by hand.
3. Swinging magazines to get the third or fourth font.
4. Changing molds to get the fifth or sixth slug size.
5. Hand quadding or centering.
6. Deferring automatic operation because of obsolete equipment.
7. Spending an excessive amount for maintenance of overage equipment.
8. Losing production due to breakdowns.

Yes, if you are doing any of the above things, you are throwing money away. In fact, you are paying for a new Intertype . . . so why not buy one?



LOOK TO PROGRESSIVE INTERTYPE

INTERTYPE CORPORATION

360 Furman Street, Brooklyn 1, New York

Chicago, San Francisco, Los Angeles, New Orleans, Boston

In Canada: Toronto Type Foundry Company Limited, Toronto, Montreal,
Winnipeg, Vancouver, Halifax

Intertype is a registered trademark.
Set in Futura Extrabold and News Gothic.